VOGUE

AMERICANA NUMBER

A REPORT TO AMERICAN WOMEN

HOW TO BUY
what you can buy

HOW TO DO WITHOUT
what you can't buy

What's happening in
8 MAJOR FASHION INDUSTRIES

PRICE 35 CENTS
40 CENTS IN CANADA

FEBRUARY 1, 1943

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Registered Heirloom Bedspreads from Bates Home Country Series

Loomed to be Heirloomed

George Washington chose the original of this Heirloom bedspread for his bride. Only Bates with its near human looms could catch the elegance and spirit of the priceless original, now exhibited at Mt. Vernon. So painstakingly woven are these spreads that only a few can be offered and every bedspread will be registered by number in the name of the purchaser. • Bates proudly presents George Washington's Choice ...an Heirloomed bedspread for you, your grandchildren and your great grandchildren to treasure, and to use. Comes only as shown in all white...woven of luxurious American cotton, reversible and completely pre-shrunk. In sizes 82x110 and 96x110.

★ *Bates* ★

BEDSPREADS WITH MATCHING DRAPERIES

"LOOMED TO BE HEIRLOOMED" • BATES FABRICS, INC. • 80 WORTH STREET • NEW YORK CITY

SUIT SALON, FOURTH FLOOR • FIFTH AVENUE AT FIFTY-SIXTH STREET

that Ayres look
L·S·Ayres + Co.
INDIANAPOLIS

George Platt Lynes

Shadow-stripe rayon shantung luminous with white pique.
The one-piece, broad-shouldered, slim-waisted, $35; the two-piece with the suit look, $45.
Young-Timers white pique hats.
Dresses, Capri Originals.

Gadrian
AMERICAN DESIGNER
RAWLINGS

Spring Turnout — whittled down to essentials: The tidy shepherd check suit in black or navy and white with the little velvet collar. 10 to 16. 75.00 Over it the versatile brief coat of Forstmann fleece in sharp green or navy. Sizes 12-16. 75.00 Third Floor

Lord & Taylor, Fifth Avenue

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Quality...
the American way
Spring suit, designed by Maurice Rentner, to serve long and loyally on the home front. Two-piece Kiranya wool (100% virgin wool) suit with appliqued wool bowknot in contrasting color. Black with royal blue, navy with red. Separate white rayon crepe blouse, short sleeves, simulated pearl studs. Sizes 10 to 18.
Harzfeld's
PETTICOAT LANE, KANSAS CITY

AFTER FIVE O'CLOCK. Smart, rayon dresses for late afternoon and evening. From Nettie Rosenstein,* a flattering black design with Hyacinth flowers. And the other, from Hattie Carnegie,* is a lace pattern print with a long, flowing scarf. Nettie Rosenstein and Hattie Carnegie clothes are exclusive on the West Coast with I. Magnin & Co.

*Reg. U. S. Pat. Off.

I. MAGNIN & CO.
CALIFORNIA – SEATTLE

Toni Frissell

L'Aiglon

you're pretty, very pretty in a Dark Sheer by L'AIGLON

Any man will tell you! Your skin looks fresher, your eyes look clearer, your figure looks slimmer in one of L'Aiglon's supple dark sheers clarion-climaxed with bracing white! Left, "My Favorite Wife," serenely pretty, with a froth of lace-edged organdy on a variable, versatile day-long dress. Sizes 14 to 40. Right, "My Best Girl," pertly pretty in a two-piece dress with window-pane tucking and waffle pique trim. Sizes 10 to 18. Both fashioned of a rayon crepe by Mallinson woven with Celanese yarn; in navy, brown or black. 8.95 *retail. Now at the L'Aiglon department of your favorite store. Or write to Biberman Bros., Inc., 1350 Broadway, New York.*

*Reg. U. S. Pat. Off.

If your skin roughs easily...

yet can't stand heavy creams,

use this bland emollient...

Dorothy Gray

Sensitive Skin Cream

• Pamper a fussy skin with this pure, light night cream. Specially blended for thin skins irritated by raw winds, drying indoor heat, too-heavy creams. Smooth Dorothy Gray Sensitive Skin Cream all over your face and neck ...wherever skin is flaky, inclined to tiny dry lines. Leave on twenty minutes—or overnight, if you wish. Gently lubricating, wonderfully soothing...Sensitive Skin Cream helps your complexion take on a smooth, soft loveliness. 2 oz., $2; 4 oz., $3.75. *Plus tax.*

EXTRA-RICH SKIN CREAM—for skins that need rich lubrication. Its fine oils help soften up parched leathery skin...ease away that dry, weathered look. Excellent for crêpey-dry lines. 1 oz., $1; 2 oz., $1.75; 4 oz., $2.75. *Plus tax.*

CLEANSING GRAINS—a stimulating cleansing treatment for skin burdened with conspicuous, grime-filled pores. Brightens your complexion with a sparkling-clean look. Most effective with sluggish skin. $1. *Plus tax.*

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BUY
WAR SAVINGS
BONDS
AND STAMPS

DOROTHY GRAY,
683 Fifth Ave....New York City
Also, at smart department and drug stores.

Dorothy Gray

AMERICAN DESIGN OF BEAUTY

Collar Button Casuals

Aralac ... the magic new fibre ... inspired Natalie Renke to do her smart Collar Button Casuals! Jeweled collar buttons accent the slim lines of the gold frock made of Vanetta's Renara, (cool, crisp rayon and ARALAC) . . $25.00. Matching giant plastic studs define the soft drape of the blue Renara suit . . $29.95. In Blue, Gold, and Beige . . . Sizes 10 to 20.

BEST & CO., New York; Neiman-Marcus, Dallas; Ransohoffs, San Francisco; Harzfeld's, Kansas City

It's A Brighton Fabric

★T. M. Reg. U. S. Pat. Off. by Aralac, Inc., a division of National Dairy Products Corporation

the costume of the year... a simple, beautiful suit superbly tailored in very fine all wool crepe. Trimmed with rhinestone-edged buttons. Made just for Altman and exclusive with us. Navy, beige, or soft blue. Sizes 12 to 20, 69.95

Altman suit shop, third floor

FIFTH AVENUE **B. ALTMAN & CO.** NEW YORK

The Leading Lady in our Spring Suit Collection... tailored with new feminine softness, satin bound and "waist-coat" fitted, in black wool with sequin polka dots sparkling on the jabot of a white satin blouse

Thalhimers

Richmond, Virginia

Very Saks Fifth Avenue **WHITE CAPPED RUFFS**
designed by Rose Barrack

left: two-piece dress of rayon and Aralac* in gray or beige with white eyelet gilet. 10 to 16. **49.95**
right: tailored, straight-line dress of sheer pure wool in black or brown check with pleated linen collar and cuffs. Sizes 10 to 18. **69.95** Fifth Floor Dresses, New York

*Reg. U. S. Pat. Off.

NEW YORK • CHICAGO • BEVERLY HILLS • DETROIT

A Halpert Design— made with a fine flair for detail— under the most exacting standards of perfection. A suave Spring print with the timeless quality, the unassuming simplicity, the flawless fit that have been the character keynotes of Halpert originals for more than 25 years.
Joseph halpert
ORIGINAL

MARSHALL FIELD & COMPANY Chicago

GEORGE PLATT LYNES

Late City Edition of a news fashion—tailormade suits in formal fabrics.

Here, black or navy with white chalk-stripe, in rayon foulard. $110.

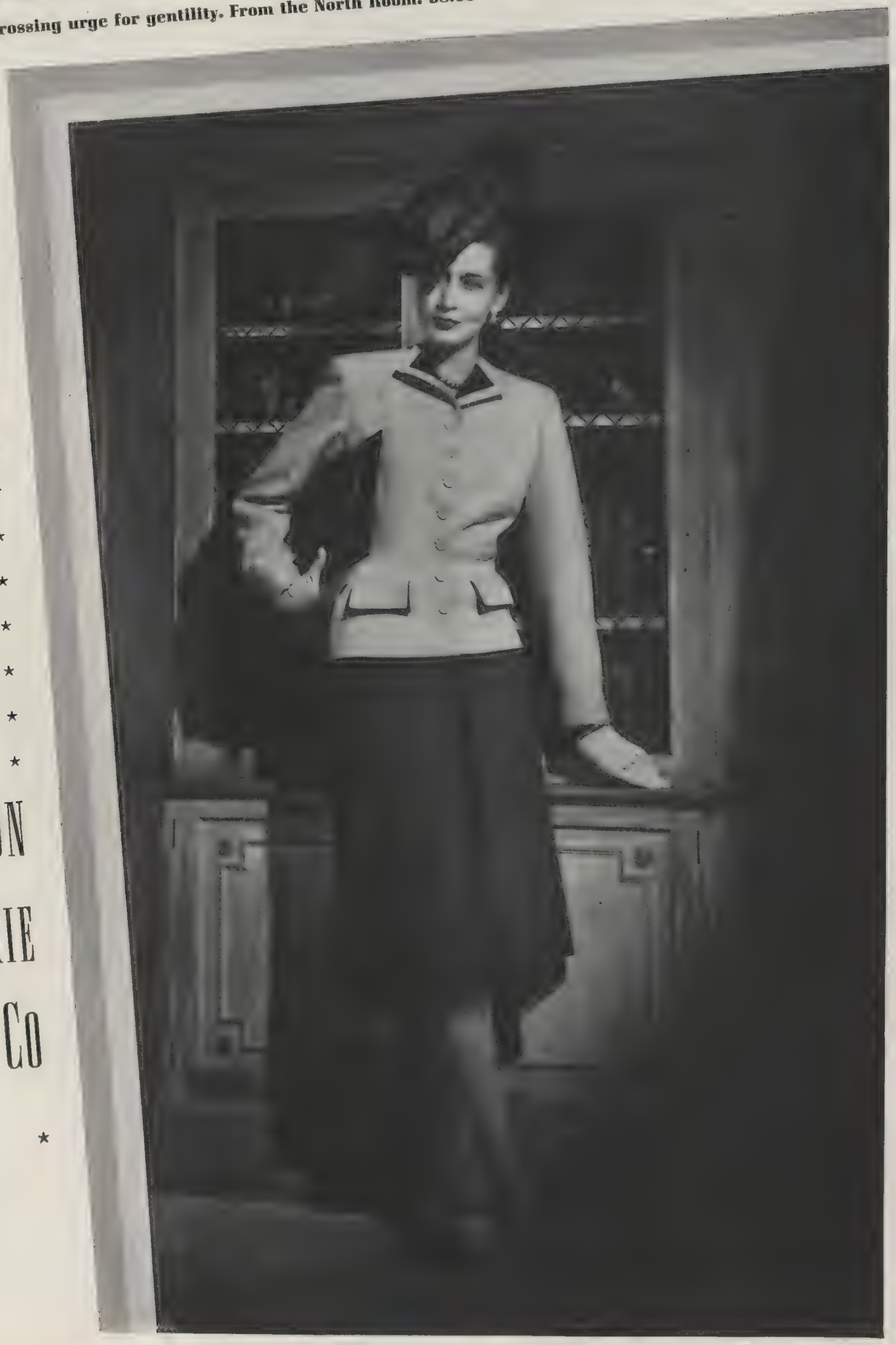
From the 28 Shop's new collection.

28 SHOP

so typically American . . .
The tailored suit . . .
So typically Handmacher, the perfect
tailoring. The meticulous moulding of
the shoulder. The staccato set
of the lapels. The fraction-of-an-inch
rightness in the placing of each pleat, each
tuck, each button. The knowing
attention to detail that makes the
Handmacher label synonymous
with perfection in suit designing.
At America's leading stores.
Or write to Handmacher,
512 Seventh Avenue, New York.
All wool Featherweight tweed $35.
tailored by
Handmacher

SPRING *Composition*

★ Proud suit after your proud and gallant heart. Thoroughly American in the straight forward cut of it. Blessedly feminine in the sudden change from light into dark. Wool, spun of integrity, handled with spring's engrossing urge for gentility. From the North Room. 98.50



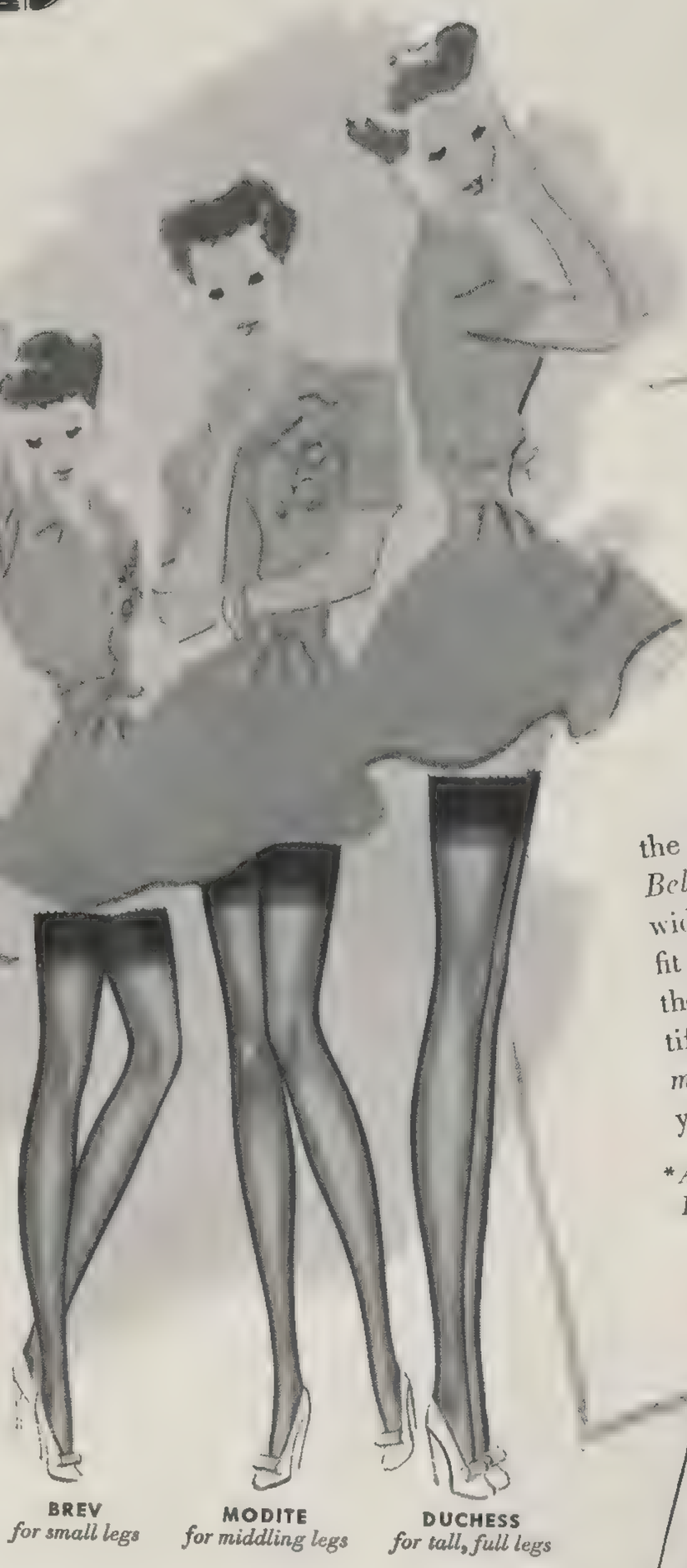
CARSON PIRIE SCOTT & CO

Chicago

HOW TO GET ALONG *Stocking* IN THE WORLD OF 1943

ETIQUETTE IS ESSENTIAL

Hosiery counters never were meant to be grab bags! And, in these times, diving into a mass of stockings and coming up with "just anything" is practically sabotage . . . to your legs, your budget, your patriotic intentions. The best way in the world to conserve stockings is to buy *good* stockings . . . fashioned by good makers.



BREV *for small legs* — MODITE *for middling legs* — DUCHESS *for tall, full legs*

LET YOUR LEG SIZE BE YOUR GUIDE

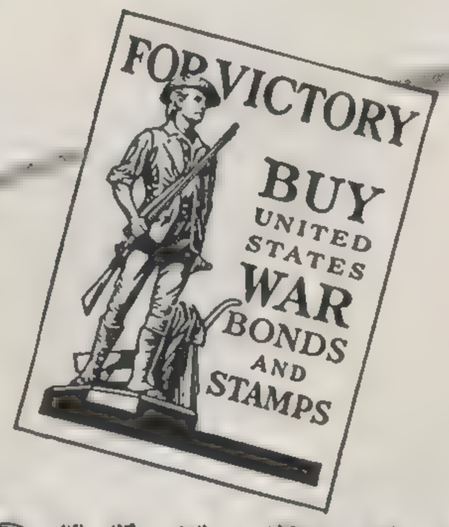
Above all, when you buy rayons buy them to fit your legs! Accurate, leg-size fit . . . the kind *Belle-Sharmeer* has been turning out for years . . . gives rayon all the qualities you didn't expect it to have. *Belle-Sharmeer* Rayons (sized in both width and length for your kind of legs) fit without a wrinkle, garter just where they should. And look almost too beautiful to be true. Better let the *Belle-Sharmeer* headquarters in your city chart* your course in rayon. And cotton, too!

** All Belle-Sharmeer Departments use a special Belle-Sharmeer Fitting Chart that tells all!*

INSIST ON REGULAR HOURS

Gone are the days (we hope) when you let your stockings pile up and sudsed them in batches. Rayons, even long lasting *Belle-Sharmeers*, need nightly care to keep up their strength. Wash them after every wearing . . . roll in a Turkish towel to squeeze out excess moisture . . . allow *at least* 36 hours drying time. Follow these simple rules . . . remember your foot size has a number, your leg size has a name . . . and your stocking problems are non-existent!

Belle-Sharmeer Division
Wayne Knitting Mills, Fort Wayne, Indiana



BELLE-SHARMEER

STOCKINGS

. . . in all leg sizes

THE *Furlough* SUIT

A *charmingly feminine suit of Pacific Fabric . . . 100% wool . . . to take you smartly everywhere while he's on furlough. Under $20 (see list of stores on page 106).*

BUY WAR BONDS AND STAMPS

PACIFIC MILLS, *Worsted Division, 261 Fifth Avenue, New York*

Rosalind Russell IN RKO-RADIO'S "FLIGHT FOR FREEDOM"

★ *It creates a lovely new complexion*

★ *It helps conceal tiny complexion faults*

★ *It stays on for hours without re-powdering*

Make up in a few seconds...look lovely for hours

You'll really be surprised how easily and quickly you can create lovelier beauty with Pan-Cake Make-Up. As you apply it, you'll instantly see a new, flattering complexion...beautiful in color, smooth, and flawless. Hours later your make-up will still look fresh and lovely...and you'll marvel that you haven't had to re-powder. Originated for Technicolor pictures, Pan-Cake Make-Up is the popular fashion of the day.

* Pan-Cake... Trade Mark Reg. U. S. Pat. Off.

PAN-CAKE* MAKE-UP

ORIGINATED BY *Max Factor ★ Hollywood*

Coat of British Men's Wear Covert Cloth - a rare fabric find - in natural, light-brown, oxford or navy blue. dashing raglan sleeves. black velvet collar - 89.75 White hurricane umbrella - 6.50
Neiman-Marcus
DALLAS

put your faith in a

the coat that tops everything

PRECIOUS 100% WOOL in the exclusive Shagmoor fabric that's light enough for sunny-days, snug enough for chill evenings; fine, careful detail-oring to stand up to the extra demands of wartime; and above all . . . young, clean, classic lines that "go everywhere", top every costume, make every Shagmoor a patriotic One-Coat Wartime Wardrobe. SHOWN: STYLE NO. 610 IN SHAGMOOR MONOTONE OR TWEED. ALL SIZES. ABOUT **$35**

Write to Dept. V for complete booklet of styles for misses and women, and name of your nearest dealer. } **LINDER BROS., inc.** • *The House of Shagmoor* • 512 SEVENTH AVE., N. Y.

Under California's sun or stars, look lovely and right in this enchanting costume. The pure silk dress, gay with Colonial motifs... $89.95... contrasts vividly with the soft blue of the wool cape ... $89.95.

Robinsons'
LOS ANGELES

Presented with pride by a fine California store.

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J. W. ROBINSON COMPANY

Study of a Lady 1943

RAWLINGS

ENKA RAYON ***Gallery of contemporary fashion***

Poise . . . in a woman's dress of gracious lines . . . a dress to wear and love for seasons to come. Chardonet Crepe, woven with Enka Rayon . . . a Chardon fabric. Soutache braid and frilled jabot for interesting contrast. $50.00

BERGDORF GOODMAN
New York

BLUM'S VOGUE
Chicago

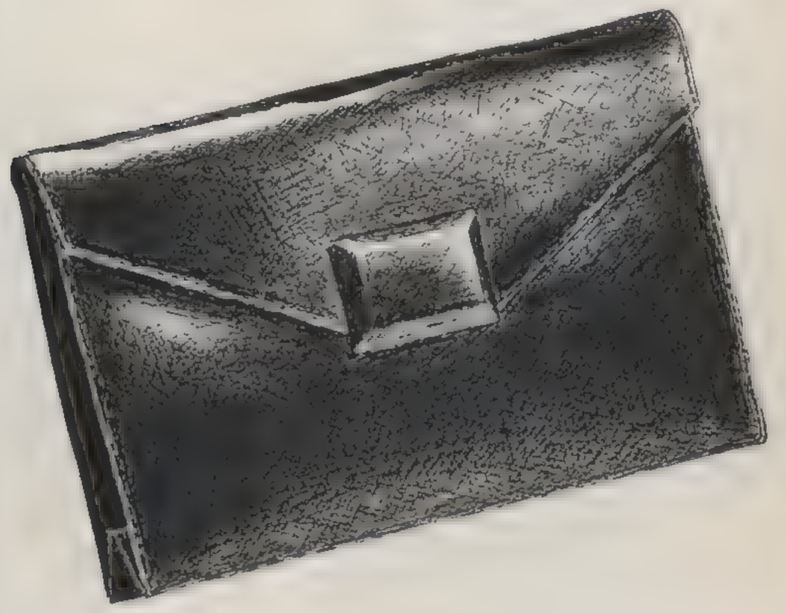
KAUFMANN'S
Pittsburgh

I. MAGNIN & CO.
On the Coast

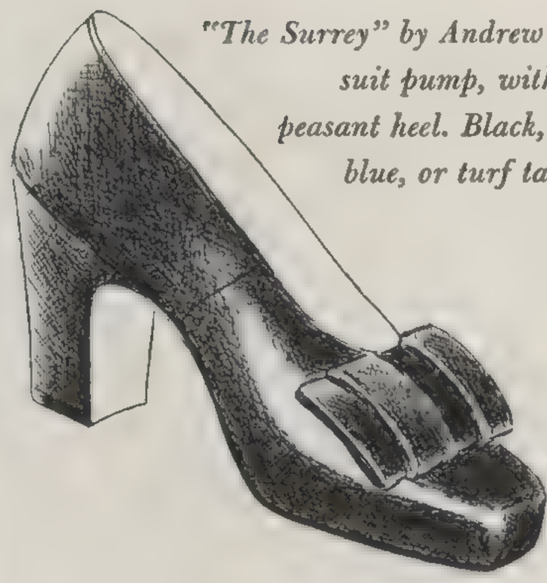
Enka Rayon, 206 Madison Avenue, New York

To wear with confidence

. . . We've said that before,
and we say it emphatically again today,
when quality is more important
than ever. You can have real confidence
in this Spring costume designed by
B. H. Wragge. Easily tailored men's wear
grey flannel suit (100% wool) . . . $39.95
Semi-fitted topcoat in grey and white
striped flannel (100% wool) . . . $39.95
Grey and white striped rayon
crepe blouse . . . $8.95
Grey flannel beret . . . $5.00



Envelope handbag for Spring, beautifully tailored by Lennox. Back handle and inside zipper; length 11¾". Black, blue-jacket blue, or turf tan calf . . . $8.50

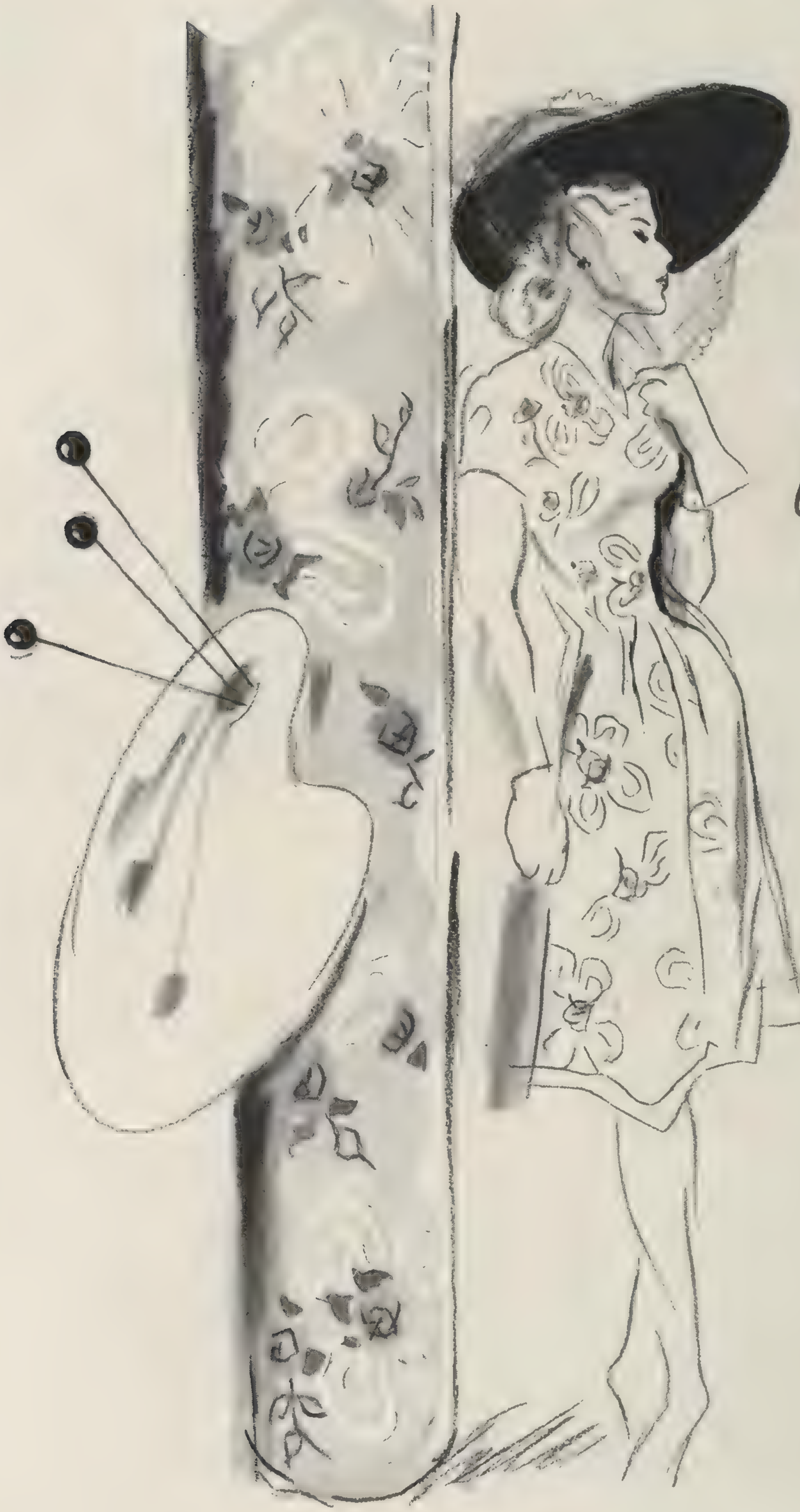


"The Surrey" by Andrew Geller. A perfect suit pump, with square toe and peasant heel. Black, blue-jacket blue, or turf tan calfskin . . . $12.95

Scruggs Vandervoort Barney

St. Louis, Mo.

Creation



by AMERICAN

War, of necessity, stimulates creative thinking. Even though our manufacturing facilities are centered, night and day, on producing fabrics for the government's war effort, our designing urge is not quiescent.

Once victory comes, fabrics by American will again become the accepted currency by which creative fashion is evaluated.

AMERICAN SILK MILLS
1400 BROADWAY • NEW YORK CITY

New fashions for the New South—

Beige and blue with dash of red... brass buttons and a pom-pom hat!

Rich's atlanta

"Go" Places with Vitality Shoes

VICKI • *Dashing open-toe Black Patent slip-on with Faille trim. A smart fitter.*

Wooing...

MYRA • *Hike to work, dash to dates in this Gabardine slip-on! Beau-catcher bow!*

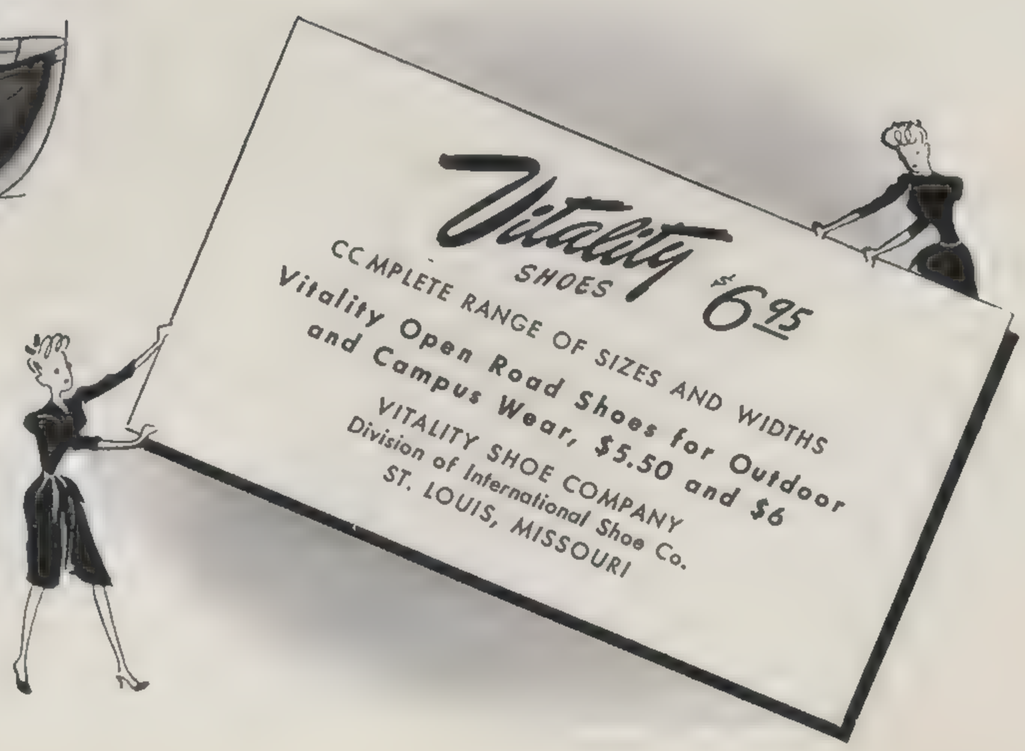
Walking...

TONITA • *Flattering Black Gabardine slip-on, with Patent trim, sailor bow, Cuban heel.*

WAR-WORKING

ROLFE • *Sport ghillie in Turftan Elk Finished leather. Very jaunty with square-back heel!*

FANYA • *Walker oxford in perforated Black Patent. Peekaboo toe, smart Cuban heel.*



Help Uncle Sam!
Buy U. S. War Bonds and Stamps

Valentines

to win your heart

These lovely garments, tailored and trimmed with such painstaking care, are most fitting gifts for St. Valentine's Day.

Made of BUR-MIL* Rayon Crepe-Back Satin, an amazing fabric that combines beauty and long service, they offer a golden opportunity to live in luxury and still be thrifty.

The Gown—*Sizes 32-38 in Tea Rose, Ivory, Blue. 9.95*
The Slip—*Sizes 32-38 in Tea Rose, Ivory. 6.95*
The Pantie—*Waist Size 26-32 in Tea Rose, Ivory. 4.95*

BONWIT TELLER
Fifth Avenue, New York

Greige goods sold by *BURLINGTON MILLS CORPORATION* BUR-MIL QUALITY *of New York, 450 Seventh Ave., New York*

*Reg. U. S. Pat. Off.

Rhythm* Lingerie

Accent On Youth Model
An original style.
U.S. Pat. No. 133,934

let freedom reign

Duration darling . . . designed by Patricia.
Broderie Chanté animates the bust-flattering surplice bodice.
Perfect in action because it gives you completely
unhampered freedom. The sculptured waist and form-fitting back
hug every curve of your figure. Of lovely, long-wearing
Futurity rayon crepe.
About $3.

A BUR-MIL FABRIC

*Reg. U. S. Pat. Off.

At fine stores everywhere, or write PATRICIA, *136 Madison Avenue, New York*

Frances Dexter
ORIGINAL
REG. U.S. PAT. OFF.
To go down in fashion history . . .
Whenever reference is made to the typical fashion of this era . . . the American Girl will be shown neat and trim and impeccable . . . in
Frances Dexter dress
a casual, classic
Dex wears new . . . sizes 9 to 15 and 10 to 42 . . . in Dexter Luxury Rayon Sheer . . . priced about . . . $1.5
For name of store nearest you, write: ALEX CARAFIOL, Inc. • 1307 Washington Ave. • St. Louis, Mo.

2 GREAT NAMES Rollins AND Celanese* JOIN

TO PRESENT A REALLY FINE RAYON STOCKING

Looks and feels like silk
Retains its shape beautifully
Clings perfectly to knee, calf, and ankle
Made of famous Celanese* yarn
Is longer-wearing because it's treated with
Rollins exclusive Secre-Seal*† finish,
And . . . it dries overnight!
In 3 New Spring Shades,
Blonde, Brunette, Auburn.

About $1.15

Rollins

"If it's Rollins . . . it's Right"

*Reg. U. S. Pat. Off. †Covered by U. S. Patents

©ROLLINS HOSIERY MILLS, INC., DES MOINES, IA.

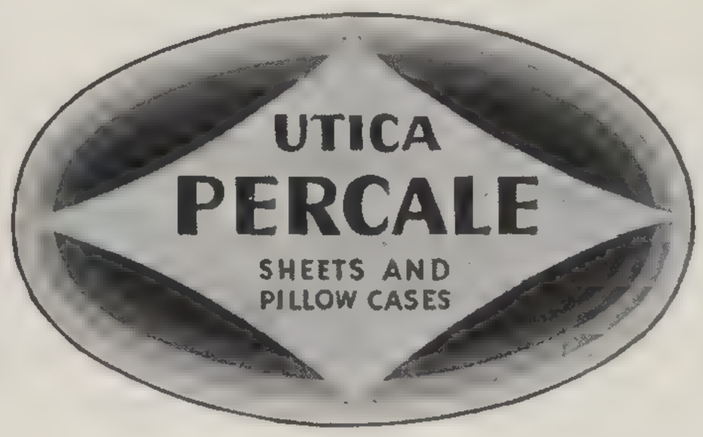
the "forbidden" perfume

If you got it for Christmas, and have worn it . . . you've discovered by now why TABU is the "forbidden" perfume.

© *Dana Perfumes, Chicago, Sole Licensees for U. S. A.*

Other Dana Licensees: PARIS • LONDON • BUENOS AIRES • MEXICO CITY

A Made-in-America Tradition



Regardless of Price you can buy nothing finer than
UTICA PERCALE

Among the many fine and beautiful things which America has created, Utica Percale sheets take an honored place. For they are truly made to highest quality standards. Regardless of price, you can buy nothing finer.

What, you may ask, is the difference between Utica Percale and ordinary percale? The answer is worth knowing. *Every thread* in Utica Percale sheets is made from lovely, long staple cotton that is put through the extra combing process to give it a lustrous, silk-like beauty. *Every square inch* of Utica Percale contains over 200 of these threads, to make the finished fabric extra strong and long-wearing.

Naturally Utica Percale sheets should not be confused with percale sheets made from cheaper cotton, coarser yarns or with fewer threads. They cost a trifle more—yes—but they are so much more durable that they actually save you money in the long run.

Would you like a free swatch of Utica Percale? Just send us your name and address on a post card. Utica and Mohawk Cotton Mills, Inc., Utica, N. Y.

THE FEEL OF SILK . . . THE STRENGTH OF LINEN

STERLING

...share it with the War Brides

Left to right: CAMELLIA, SOVERFIGN, LYRIC, ENGLISH GADROON, GREENBRIER
Displayed below: CHANTILLY

GIRLS behind the men behind the guns get priority on Gorham Sterling for the duration.

We ask households established pre-war to postpone their purchasing additions, give war brides first choice.

We ask brides of 1943 to start their sterling services with the minimum number of pieces.

Then, perhaps, there will be enough sterling to go around.

Consult your jeweler. He still has a limited stock of Gorham Sterling. Choose your favorite from perhaps a dozen designs averaging about $18.50 per place setting of the six most-used pieces...all famous for superior craftsmanship, perfect balance and finish.

Remember, you have our word that you can match-and-add post-war when Gorham stops its day-and-night war production and again gives full time to making leadership silver.

So consider your contemporary brides-elect ...and thank you for sharing.

Silversmiths always have spoken of silver in terms of OUNCES. Government now speaks of silver in terms of TONS. Thousands of tons of silver are now used in the war effort...for bearings; in place of tin for solders; and for many parts. Master craftsmen's skills are needed to make munitions, too. That is why we civilians must share the silver.

share **GORHAM** sterling

PROVIDENCE, R. I.

AMERICA'S LEADING SILVERSMITHS SINCE 1831

Will you help him come back—Alive?

MAYBE you never thought of War Bonds—as *life-savers*—and yet that's exactly what they are.

Look at a War Bond . . .

A piece of paper. Weighs a tenth of an ounce, maybe. Printed in black and green ink.

Read it. You'll see the interest you get from it—$4 from every $3 you invest, as it pays you $25 for $18.75 in ten years.

Signed by the Secretary of the Treasury of the United States, and backed by the power and good faith of the world's mightiest nation.

But there are some things it *won't* tell you. Things that come from *your* heart. More important than interest. More important than security.

LIVES! Of clean, smiling American boys. Hundreds of thousands of them. Their lives depend upon bullets for the rifles they fire . . . shells for the cannon to blast Jap landing barges . . . bombs that drop from soaring planes . . . tanks that roar to the attack . . . great ships . . . submarines.

Supplied in abundance—and on time—they spell the difference between life and death—between Victory and defeat.

That is why it is up to us—here—now—every day—to buy War Bonds not only as an investment in our own future security—but as an investment in human lives today.

Think of *that* when you think of War Bonds. Buy them regularly—every payday—with 10% of your income—as a minimum goal.

And you, too, will help him come back—ALIVE!

FACTS ABOUT WAR BONDS

1. War Bonds Cost $18.75 for which you receive $25 in 10 years—or $4 for every $3.
2. War Bonds are the world's *safest* investment—guaranteed by the United States Government.
3. War Bonds can be made out in 1 name or 2, as co-owners.
4. War Bonds *cannot* go down in value. If they are lost, the Government will issue new ones.
5. War Bonds can be cashed in, in case of necessity, after 60 days.
6. War Bonds begin to accrue interest after one year.

Keep on Buying War Bonds

PUBLISHED IN COOPERATION WITH THE DRUG, COSMETIC AND ALLIED INDUSTRIES BY

Dana

Dana Perfumes, Chicago, Sole U. S. Licensees for TABU

Other Dana Licensees, PARIS · LONDON · BUENOS AIRES · MEXICO CITY

A famous men's coat now has a sister!
Now...for the first time...the "Men Only" sign is gone from Alpagora—the coat that has long been a favorite of the male animal. Result: you can now get the same creamy soft, yet rugged *masculine* fabrics—the same usually expensive *masculine* tailoring...in the casual classic styles that every woman is living in these days!
$32.50
ALPAGORA TWEEDS & ALPAGORA DOUBLE-DENSE FLEECE in the shades you'll wear this Spring. Sold at fine Men's Wear Shops and Department Stores. Write us for the name of the shop nearest you.
GENUINE
Alpagora Coats
STRATBURY MFG. CO., GALION, OHIO

Can you date these fashions?

Fill in the date for each picture, then read corresponding paragraph below for correct answer.

Only daring women bobbed their hair. People cranked cars by hand—sang "Over There". Women marched in suffrage parades. It was 1918 and army hospitals in France were desperately short of cotton for surgical dressings . . . welcomed a new American invention, Cellucotton* Absorbent. Nurses started using it for sanitary pads . . . thus started the Kotex idea, destined to bring new freedom to women.

Stockings were black or white. Flappers wore open galoshes. Valentino played "The Sheik". People boasted about their radios . . . crystal sets with earphones. And women were talking about the new idea in personal hygiene . . . disposable Kotex* sanitary napkins, comfortable, truly hygienic. Women by the millions welcomed this new product, advertised in 1921 at 65¢ per dozen.

Waistlines and hemlines nearly got together. Red nail polish was new and daring. "The Desert Song". Slave bracelets. The year was 1926 when women by the millions silently paid a clerk as they picked up a "ready wrapped" package of Kotex. The pad was now improved . . . made narrower while gauze was softened to increase comfort. And new rounded ends replaced the original square corners.

Platinum blondes and miniature golf were the rage. Skirts dripped uneven hemlines . . . began to cling more closely. Could makers of sanitary pads keep pace with this new style—the close-fitting skirts of 1930? Again Kotex pioneered... perfected flat, pressed ends. Only Kotex, of all leading brands, offers this patented feature—ends that don't show because they are not stubby—do not cause telltale lines.

Debutantes danced the Big Apple. "Gone With the Wind" a best seller. An American woman married the ex-King of England. And a Consumers' Testing Board of 600 women was enthusiastic about Kotex improvements in 1937. A new double-duty safety center—best feature ever developed to prevent twisting and roping—to increase protection by hours. And fluffy Wondersoft edges for a new high in softness!

Service is the theme today. Clothes are made of milk, shoes of glass, yet Cellucotton Absorbent is still preferred by leading hospitals. Still used in Kotex, too, choice of more women than all other brands of pads put together. For Kotex is made for service—made to stay soft while wearing. None of that snowball sort of softness that packs hard under pressure. And no wrong side to cause accidents! Today's best-buy—only 22¢.

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both styled to conform
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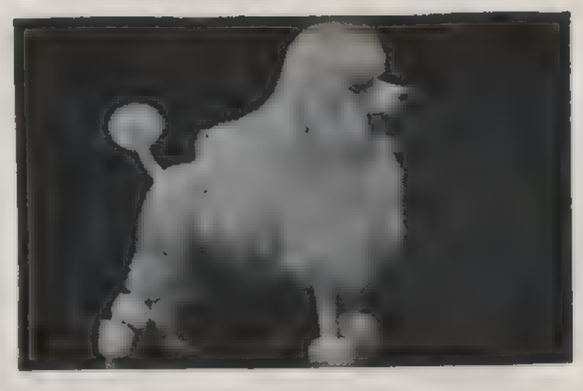
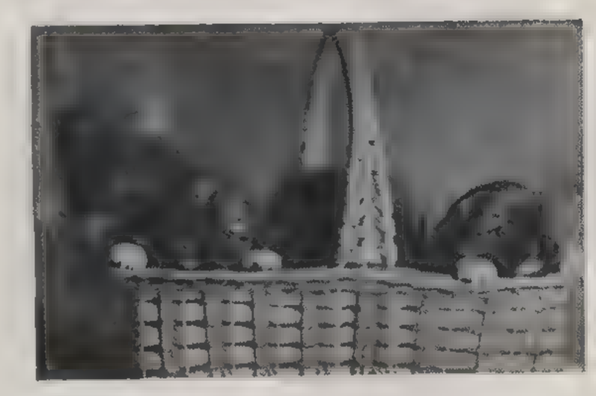
THE DOG

Miss Miriam Hall's Poodle, Champion Cartlane Caprice. You'll probably see this dog and close to a hundred more at the Westminster all-breed show, because the breed has increased in popularity in recent years, more particularly since 1935, when a Poodle won Best in Show



Pekingese puppies owned and bred by the Misses C. and M. Lowther. Who knows but maybe these puppies will be shown at the 1943 Westminster Show and bring home a lot of ribbons (and money). At last year's show, Pekes were the second largest entry in Toy Variety Group



Frank Kupfer's German Shepherd, Lady of Greenpoint. Forty specimens of this exceptionally capable breed were exhibited at 1942 Westminster. Probably more this year because of the excellent record this breed is making in the Army and in the Coast Guard as dependable guards

Lewis Layton's Bloodhounds—Giralda's Flyer and Faun of Edgeover. The Bloodhound is one of the oldest and most respected breed of dogs. He has served humanity long and well. If you would like to see some firsthand, go to the 1943 Westminster K. C. show

Of the twenty-one Terrier breeds that were represented in the Terrier Group at the 1942 Westminster, the Welsh Terriers numbered fifty. The Best of Breed winner was Champion Hotpot Harriboy of Halcyon, owned by Mr. and Mrs. Edward T. Clark. Handler was Percy Roberts

Kennel and dog accessory advertisers will be glad to give first attention to letters from readers who mention the Dog Mode of Vogue

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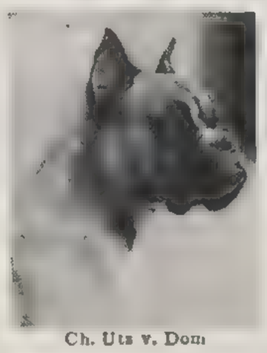

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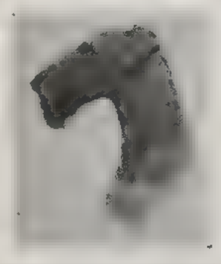

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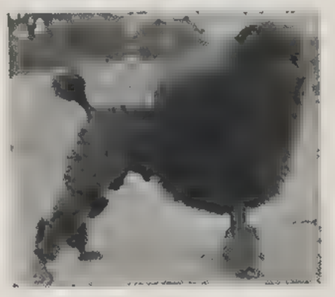

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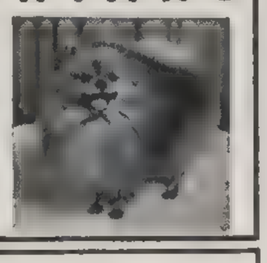

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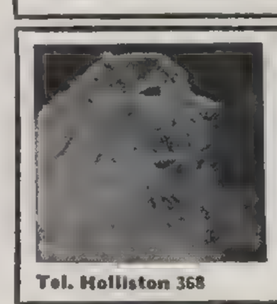

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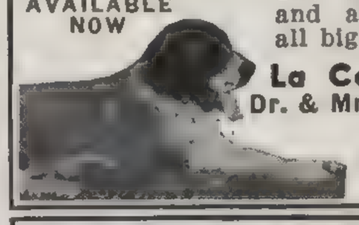

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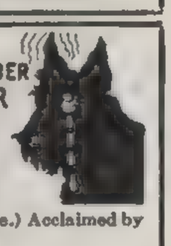

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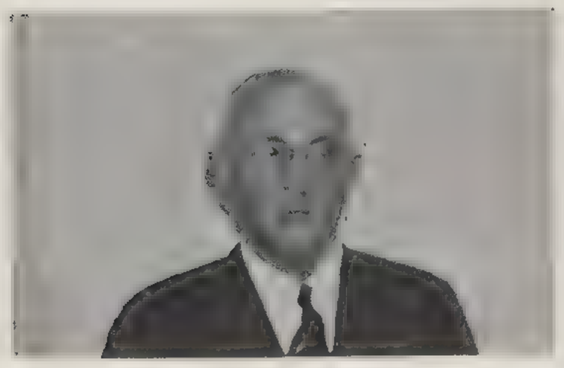

DR. SAMUEL MILBANK, President, Westminster Kennel Club, a resident of New York City. Likes all breeds of dogs. Has bred and exhibited Fox Terriers and Welsh Terriers. Now devotes most of his time to training his Cocker and Springer Spaniels to prepare them for field trials

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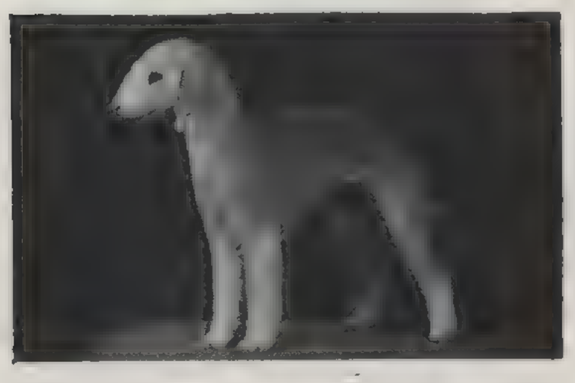

TWENTY-ONE Terrier breeds were represented at the 1942 Westminster, including nineteen Bedlington Terriers, the best of which was Ch. Tyneside Tarraleeds, owned by Mr. and Mrs. William A. Rockefeller. She was also fourth in the large and representative Terrier Group

MR. and Mrs. Jim Roberts' Dobermann Pinscher, Int. Ch. Curt v.d. Schwarzwaldperle. No war could get along without Dobermanns being called to duty, so the U.S. Marine Corps has decided to concentrate on this breed as its main source of supply for guard and defense canines

BEST Old English Sheepdog in the show, and best in the Working Dog Group at 1942 Westminster was Ch. Merriedip Master Pantaloons; owner, Mrs. H. M. Lewis, Great Barrington, Mass. Handler, George McKercher. Judge of Working Dog Group was George N. Owen

EIGHT breeds of dogs were represented in the Non-Sporting Dog Group at 1942 Westminster. The winner was the well-known Miniature Poodle, Champion Ramoneur of Catawba, owned by Mrs. P. H. B. Freylinghuysen of Morristown, N. J. Judge of Group, J. G. Bates

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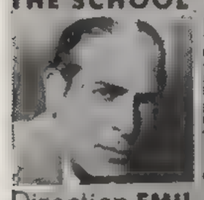

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THIRD QUIZ in . . . *Vogue's*

8th PRIX de PARIS

Seniors! Here is the third Prix de Paris quiz to test your talents. Through the Prix you may win a career on Vogue, or a $500 War Bond, or an "Honourable Mention"—and with it the chance to be interviewed for a job with department stores, newspapers, and advertising agencies.

You, whose answers to the four quizzes rank highest, will be eligible for the second part of the contest, an article to be submitted in April. Your third quiz, based on the November 15th, December 1st, and December 15th issues of Vogue, must be mailed to Vogue's Prix de Paris, 420 Lexington Ave., New York, by midnight, February 27th.

(Answer any four of the following questions)

FASHION

1. The most drastic limitations in the accessory market are on shoes. The government permits only six colours: black, navy, white, and three shades of brown. Two-colour combinations are no longer allowed except on those shoes having wood, plastic, or otherwise non-priority soles. Since the classic tan-and-white spectator is out of the picture, suggest a substitute shoe and write about 150 words for a promotion page on such a shoe.

2. Suppose you are a bowling enthusiast. Plan a fresh and functional outfit with its accessories. Describe each article in approximately 25 words.

3. From time to time Vogue publishes such specialized numbers as a "Camera" issue, a "Fabrics" issue, an "Accessory" issue, and a "Women in Defense" issue. In 150 words, suggest a theme for another Special Feature issue, listing five appropriate articles it might include.

4. If you were the editor in charge of photographic models for Vogue, which points would you look for in a quick interview with one of the many girls who apply to Vogue? With these points in mind, choose a model from a recent issue and state why you consider her right for Vogue.

NON-FASHION

1. Review in 200 words one of the recent war-movies which impressed you.

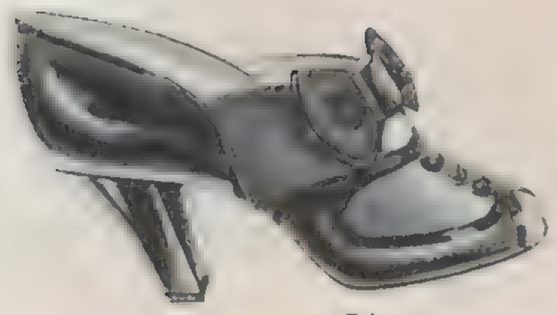
2. Write an "I'd like to see again . . ." after the manner of the December 15th Vogue, setting your stage on the college campus.

3. Write a thumb-nail sketch, suitable for inclusion in Vogue, on a local celebrity.

4. Using the December 1st issue of Vogue as your source of information, write an advertisement to run in Vogue, forecasting the contents of this issue. Suggest a layout for your piece of copy.

Fine Lisle Mesh
Fragrant Mesh
Sport Rayon Rib
40 Denier Rayon
Angora Mesh
Plain Lisle
Exquisite Lisle Clock
You just know she wears them!
YOUR SPRING
Stocking
Wardrobe...
Glamorous, exciting, fashion-right! Our Spring Stocking Wardrobe gives you the perfect stocking for every costume and every occasion. Ask to see these new weaves and textures!
McCallum and PROPPER
AT FINE STORES EVERYWHERE
75 Denier Rayon
Spider Mesh Rayon
Rayon Richelieu Rib

FOR VICTORY
. . . Buy United States War Bonds and Stamps



Eden

Lucita

One Joy You Need Never Give Up

Venus

The Comfort, The Flattery **of shoes that fit like a part of your foot . . . that flex with your toes yet never slip at your heel . . . is a joy you'll always know in *Foot Savers.***

The Only Shoes In The World **made over Shortback* Lasts, Foot Savers are shaped to solve the annoying problem of looseness and slipping at heel and instep that turns so many shoes into "skeletons" in your shoe closet.**

With Such Dividends **in looks, in wear, in sure-footed comfort, it's easy to see why smart women base their wartime shoe buying on Foot Saver's Shortback* Lasts.**

Write for Spring Picture Book and name of nearest store.

The Julian & Kokenge Company, 57 W. Main St., Columbus, O.

Junior Foot Saver Shoes are made by J. Edwards Co., Philadelphia, Pa.

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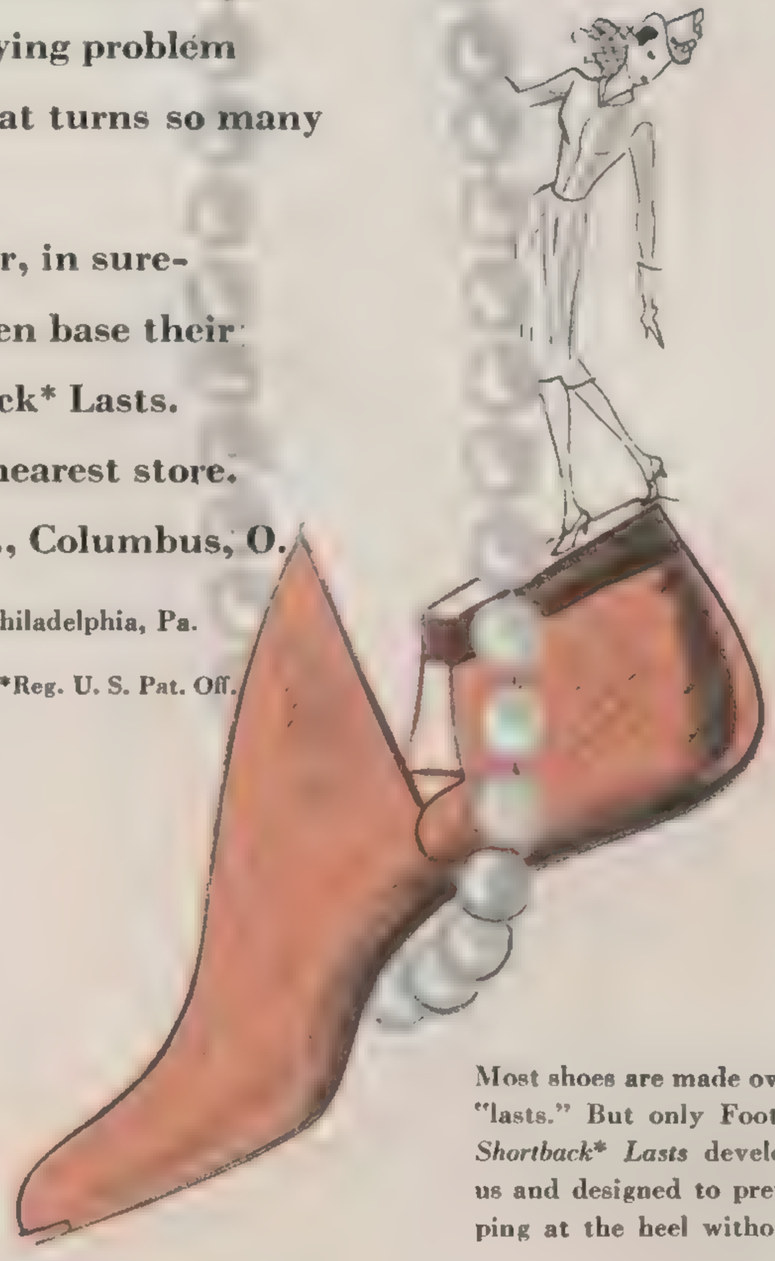
$9.95 TO $13.95



Omega

Most shoes are made over wooden shapes called "lasts." But only Foot Savers are made over *Shortback* Lasts* developed and registered by us and designed to prevent looseness and gapping at the heel without crowding at the toe.

Shortback Foot Saver Shoes

Vogue's ADDRESS BOOK of shops, services, and restaurants

If you don't find what you are looking for in these columns, write to Vogue's Address Book, at 420 Lexington Avenue, New York City, and we will try to find it for you.

FIRST AID TO THE INJURED. Those carelessly flicked cigarette ashes searing through a damask table-cloth, that rent in a rose-point lace handkerchief, the hole burned in a favourite suit—they all seem like irreparable tragedies. But they're not. Not if The Little Mending Shop, at 55 West Forty-second Street, has its say. For the people who run this shop are really master-menders; not only can they repair, but they leave practically no trace of the site of the former damage.

Theirs is really fine craftsmanship. For instance, in repairing old pieces of needle-point, The Little Mending Shop uses the original antique threads—no modern wools or silks would blend with the time-mellowed old colours. And because of a special needle, The Little Mending Shop people are able to repair large surfaces for a fraction of the usual cost, for the deft needle is a veritable speed demon.

P.S. Prices range from $1 on up, and up.

OUT OF THE SAFE-DEPOSIT BOX, and onto your lapel. If you have bits and dabs of jewellery, an odd garnet, a few pieces of coral, an amethyst or two—all we have to say is they're doing you no good locked up in a vault. Take them out and let Charles Preiser, a little jeweller, at 20 West Forty-seventh Street, have a look at them. He does absolute wonders, and has a multitude of resetting ideas, none of which come too dear for a wartime pocketbook.

A veritable potpourri of rings, earrings, and lockets can be transformed into a bulky, modern lapel pin...or a few little doodads become a delicate flower cluster. Mr. Preiser has the all-important Touch, and can make much of little...who can ask for anything more! (Continued on page 34)

ACCESSORIES

A BELT TO MATCH YOUR DRESS. Bring or send your material and we will make a leather-lined belt with covered buckle. 1" wide 60c any length; 2" wide $1.00. H & L Novelty Co., 257 W. 39th St., New York. LO 5-7674

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FACE A NEW YEAR WITH LESS YEARS on your face. 15 successful years removing age-provoking, unsightly superfluous hair. Consult free by appoint. O. Piore, 200 W. 72 St., N. Y. EN 2-3156 & L. I. HEmpstead 2523

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LOUISE LLEWELLYN—Numerologist and Astrologer. Present events $2. Detailed forecast your next 12 months $10. Send name at birth, birth date with check. Questions answered. 147 N. Stanley Dr., Beverly Hills, Cal.

NOW! PLAN YOUR LIFE in harmony with astral forces. Expert astrological advice and forecast $2. up. By mail or appointment. Write for information. Alfred Fleischner, 311 West 97th St., N. Y. C. AC 4-6924

UNDECIDED? Let me help you. Send full name at birth, also birthdate with $2 for original, scientific, individual reading which includes immediate forecast. Hester Peabody, 451 Marlboro Street, Boston, Massachusetts

YOU WILL FIND OTHER INTERESTING SHOPS AND SERVICES ON THE FOLLOWING PAGES

ETIQUETTE

MRS. OLIVER HARRIMAN'S Book of Etiquette. A great society leader answers all questions on correct modern social form. Lively, entertaining, complete, beautifully bound, $3. Greenberg: Pub., 402 Madison Ave., N. Y.

FURS

MATARA ALASKA SEAL—this year's new fashion success! Have your coat made now of these prime, supple skins by Molot, formerly with Bergdorf Goodman Fur Corp. $395. Molot, 21 E. 56th St., N.Y.C. WIckersham 2-6261

RICHARD KOPPEN, formerly with Gunther's, redesigns, remodels, repairs and relines your furs at reasonable prices. Also showing latest models in fine furs. Skilled workmanship. 17 West 45th St., New York. BRyant 9-3368

FURS BOUGHT

WANTED! WORN FUR COATS! Highest cash. For mink, Persian, seal, leopard & other fine furs. Gentlemen's used clothing. Out-of-town customers invited. Licensed—bonded. I. M. Fur Co., 1 W. 34, near 5 Ave., WI 7-7969

FURS REMODELED

OWN AN OLD FUR COAT? Let me make it over into a gorgeous 1943 fashion. For $25 I'll remodel, repair, refit, clean and glaze, including new silk lining, loops, buttons. 2 years' guarantee, 3 years' storage. Additional fur, if needed, at lowest cost. Harry Jay Treu, Inc., 147 W. 35th St. (opp. 35th St. entrance Macy's), 18th floor, N.Y.C. Telephone LA 4-6788 for Bonded Messenger or Write for Booklet on Mail Order Plan

GIFTS

SUSIE CUCUMBER LETTERS to children. "I'm a little dog—I write letters to small children . . . one each week for 8 weeks—2 gifts too!" 8 letters, $1.50. 48 letters, $6. Susie Cucumber, 2646 Morse Ave., Chicago, Ill.

HAIR COLORING

HAIR COLORING DONE SCIENTIFICALLY on grey and fading hair, with beautiful, natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., New York City. Telephone PLaza 3-0591

FRANÇOIS HAIR COLORING SPECIALIST, will restore your hair to its natural color and lustre. "Badly Dyed" or "Over-Bleached" hair expertly corrected. Free consultation. François, 11 East 45th Street, N. Y. C.

CORRECTIVE HAIR COLORING by daylight. Natural tinting of gray hair. Consultation. Styling (Fr. razor cut) $2, by Mr. Joseph. Custom Permanent $10 up. Established 1912. Szabo, 45 E. 55 St., 2nd Floor, EL 5-9758

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J. SCHAEFFER For Permanents that consider your Hair. Styles created for you. The modes of the moment flatteringly interpreted to give you thrilling radiance. BR 9-6165. Consult J. Schaeffer, 590 Fifth Ave., near 48th St.

CHARLES BOCK FOR PERMANENTS! Specialist in white, bleached, difficult hair. Features only scientifically approved methods. Charles Bock, 20 East 57th Street, New York. Telephone PLaza 3-3900 for an appointment

EMILE ROCKEFELLER CENTER—Hairdressers, authorities on Permanents and Color Corrections. Perfect service in restful surroundings. Pleasantly Air Conditioned. 30 Rockefeller Plaza. Tel. CIrcle 7-1995-6-7

FRED The Hairstylist, creator of Hair Styles in vogue. Your hair & scalp meticulously supervised. Flattering Permanents. Hair coloring. 18 East 49th St., EL 5-2220. Washington, D.C., at Philipsborn; Kansas City, Mo., at Berkson

ROBERT MAKES YOU BEAUTIFUL! Styles your hair; exclusive "Flexible permanent"; smart, long-lasting; even on bleached, dyed, white hair. $10-$15. Bklt. V. Robert, Coiffeur, Parfumeur, 642 5th Ave., N. Y. PL 3-9023

KINKY OR FRIZZY HAIR, straightened by Laurent to natural, graceful wave by new, lasting method. Emphasize your natural charms with a Laurent coiffure. Consultation free, 683 Fifth Ave., New York. WI 2-5212

MAISON JEANPIERRE for your "gamine" self-dressing permanent . . . special care given for natural results—welcome any difficult problems, expert advice and consultation free. Call PLaza 3-6262. 6 East 53rd St., New York

LURA DE GEZ, 714 5th Ave. Join our Self-Service courses—5 hours instruction in the fundamentals for home care of your hair, $10. Custom Permanents, hair coloring, styling, manicuring, pedicuring. Tel. CIrcle 7-5818

GURO—Specializes in white, gray and problem hair. Suprecool cold permanent and Bestone tinting. Cuts & styles to type. Corrects kinky hair. Our own formulas, herbs and oils. 441 Mad. at 50th, N. Y. WI 2-1692

HAIRDRESSERS (Cont'd)

PASCHKES of Madison Avenue (at 53rd) for distinctive permanents for every type of hair, including our special cold wave method. Blended coloring, cutting and styling for the woman of discrimination. EL 5-4241

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MANUEL INVISIBLE TRANSFORMATIONS with his "sight-proof part" have revolutionized the hair industry. Designer, manufacturer of high class hair goods. 10 Rue Royale, Paris and Manuel Bldg., 988 2nd Ave., N. Y. C.

MME. MARIE—DESIGNER and manufacturer. Exclusive hair goods, all types. Your old piece remodelled & redressed. Finest quality hair fashioned in latest style. Moderate prices. Mme. Marie, 507 5th Ave., N. Y. MU 2-1367

PIERRE TRANSFORMATIONS, of artistry and unexcelled workmanship, have become a tradition of quality maintained for over 30 years. Made of finest naturally wavy hair. Absolutely undetectable. 37 W. 57th St., N. Y.

MISS EMMA—Bobs, Transformations. Undetectable, finest quality hair. Invisible partings, featherweight. White, difficult shades matched. We clean, style, dress. Moderate! Mail orders. 545 5th Ave., N. Y. MU 2-3409

GUILMONT & PETERS transformations & bobs, exquisitely made of natural, wavy hair. Invisible parting. Men's wigs, toupees. Restyling. Moderate prices. Booklet. Est. 35 yrs. 705 Marshall Field Annex Bldg., Chicago, Ill.

RICHEL experts produce the finest quality hair pieces of every description, perfect in fit and color, at most reasonable prices. Old pieces restyled and dressed. Richel, 1727 Walnut St., Phila., Pa. Estab. 40 years

HOUSE PERFUMES

FRAGRANTAIRE—any one of 18 delightful scents (Mountain Pine, Apple Blossom, Spice & Herbs, Trefle, etc.) with Wall Vase, gift-boxed $1. 6 for $5 p.p. (sent to one address). Fragrantaire Co., Dept. V, 381 4th Ave., N. Y.

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THE BEST PLACE TO SELL. Diamonds, Jewelry, Silverware, Estates (entire) purchased for immediate cash. Certified appraiser established 1925. Bank reference. Inquiries welcomed. Charles Preiser, 20 W. 47th, N. Y. BR 9-5280

WE NEED JEWELRY—silverware, diamonds, etc. Will definitely pay more because we need jewelry, etc., in our stock for retailing. Cash at once. Carlton's Jewelers, 135 South 13th St., Phila., Pa. Reference any bank. Est. 1898

LANGUAGES

SPEAK SPANISH BY LISTENING! Cortinaphone Method teaches you with phonograph records to speak Spanish. Learn quickly, easily, at home. Free book. Cortina Academy, Suite 651, 105 West 40 Street, N. Y. C.

LEATHER CLEANING

SUEDE, LEATHER CLOTHING, HANDBAGS, accessories look new again when cleaned, retinted by our exclusive, dependable process. Inexpensive. Parcel Post. Leathercraft Process, 1052 First Ave. (57th St.), N. Y. PL 3-0470

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GERTRUDE HEANEY KANE, 745 5th Ave., N. Y. (Suite 1416). Trousseau selections of handmade pure silk gowns, slips, negligees; long flowing lines & sweeping skirts. Complete price range. Daytime & dinner clothes

MASSAGE

SLENDERIZE in a club-like atmosphere—Ulrich Massage Studio, 31 East 60th Street, New York. Ladies' Special! 10 treatments—$25. Vapor Cabinet, Vibrator, Roller, Shower. Residence Service. Telephone REgent 4-3688

SLIM DOWN FOR SPRING. Edith Kennedy licensed visiting masseuse, colored. Guaranteed to remove surplus flesh and beautify the figure. Uses Swedish vibrator. Kennedy's Skin Lotion on sale at Bloomingdale's. ED 4-3779

MENDING—REPAIRING

DAMAGES IN ANY FABRIC rewoven like new. Specializing in woolens, linens, silks, & laces. Needlepoint repaired, overcoats renapped, & shine removed. Mail orders. Circular. French American Reweaving Co., 100 W. 57, N. Y.

MOTH HOLES, TEARS, BURNS REWOVEN! On woolens, silks, linens, laces. Process defies detection! Costs less! Mail orders. Request folder. Little Mending Shops, 63 W. 42nd St., N. Y. C., near 6th Ave. Phone PE 6-2126

STOCKING HOSPITAL for Nylon and Silk. Perfect, quick repairs. 20c first drop thread; 10c each additional run; snags 5c an inch. (Mail Orders. C.O.D.) A. B. C. Stocking Service, Dept. 15, 125 W. 33rd Street, N. Y.

Vogue's ADDRESS BOOK

of shops, services, and restaurants

FIT, FITTER, FITTEST. That should be every woman's motto, for there is no room for the delicate flower in this modern world. We all have war jobs to do, extra hours to work, and many an unaccustomed task at hand. And to achieve a general fitness, there is no better (or lazier) way than by taking a good course of massage. To build up tired muscles, to achieve a general "tone"—there's nothing to beat massage.

One of our favourite masseuses is a little woman called Margaret Deuster. Her place, at 160 East Forty-eighth Street, is tiny, but it sparkles. So much for the outward appearances. As for the Deuster massages, they make *you* sparkle. You'll feel reborn when you get up from the workout, for this is no sissy stuff, it's deep, vigorous massage—the kind that really counts.

Too, if you spend hours on your feet (note well, if you have a warden's beat), Miss Deuster's salon is a step in the right direction. She has a special massage for foot-fatigue—and an infra-red ray treatment for aching muscles.

GOOD FOOD. Some restaurants manage to go on year in, year out, never wavering in the quality of their food or service. One of these happens to be Theodore's at 4 East Fifty-sixth Street. Besides its other qualifications, Theodore's has an air, a certain charm—and we like it.

Because it's right across the street from Bonwit Teller, the place is likely to be crowded with ladies at luncheon, but never *too* crowded. In the evening, however, things are different. There is a leisurely atmosphere, a "let's talk it all over" air. Combine that and the delicious food, with a favourite beau home on leave—you'll find you really have something.

P.S. The tariff is moderate.

MENDING—REPAIRING (Cont'd)

ALTMAN SAVE-IT SERVICE repairs watches, hosiery, bags, shoes; repairs silverware and china, renovates rugs, furniture, blankets. Come to our main floor Service Desk. B. Altman & Co., Fifth Ave. at 34th St., N. Y. C.

MILLINERY

OFF THE BEATEN PATH, but on the right track for smart millinery . . . at lower prices due to our downtown location. Unusual distinctive designs. From $10.75. Bags to match. Minna Mann, 134 E. 22nd St., N. Y. GR 5-4487

HÉLÈNE ADAMS . . . Designs a perfect hat to suit Your face for town, country and every occasion. Also remodelling. January special sale of all our winter hats at reduced prices. 21 East 55th Street, N. Y. EL 5-8526

HATTIE OSTER has a wonderful collection of charming new Spring hats to compliment your tailor suits or print dresses. From $12-$14.50. Hattie Oster, Suite 1415, 515 Madison Avenue (at 53rd St.), New York. Mail orders

MOURNING APPAREL

SPECIALISTS IN MOURNING gowns, hats, veils, gloves, stockings, bags, scarfs, & jewelry. Sent on approval. M. C. Schoonmaker (formerly with Arthur Mullen), 723 Madison Ave., N. Y. Bet. 63rd & 64th St. RE 7-4279

NAME TAPES

CASH'S WOVEN NAMES INSURE belongings against loss. A wartime necessity. Cost little. Attach with Cash's NO-SO Cement. Write Cash's, 23 Chestnut St., So. Norwalk, Conn., or 6203 So. Gramercy Place, Los Angeles, Cal.

PERFUMES

RENAISSANCE PERFUME, a fascinating fragrance. Combines a light, charming top-note with an exotic undertone. Perfume $20 to $1.25. Delightful Body Sachet—$1.25. At better stores or Scherk, 26 Waverly Pl., N. Y.

MAURICE BABAN! PRESENTS at leading stores, his new perfume Princesse Nefertiti. A lasting and fascinating essence, used and made famous by the Egyptian Beauty. Perfume 1 oz. size $15. Toilet Water 8 oz. $4.75

PERSONAL SERVICE

ARE YOU WARDROBE WEARY? Discover The Dressing Room Re-Sale Service. Slightly used apparel of the better sort resold. 41 West 51st Street, New York City, Telephone ELdorado 5-1344. Hours from 12 to 6:30

SHOES

SHOECRAFT, 603 Fifth Ave., New York City. Nationally recognized, foremost specialist fitting the narrow foot and heel. Sizes 2½-12, AAAAA-C. "Tall gal" models at $8.95. Send for Booklet VS. Prompt Mail Service. Charges

I. MILLER specializes in larger size shoes. Our Spring Collection, featuring sizes 8 to 11, widths AAAAA to C, is ready at 450 Fifth Avenue, at 40th St., N. Y. C. Charge accounts cordially invited Telephone BRyant 9-2000

AIR STEP—The Shoe With The Magic Sole Distinctive Styles plus Cushiony Comfort. Sizes 3 to 11, AAAA to C. $6.50 add $1 for 10½ & 11. Mail orders filled. Send for booklet. Air Step Shoe Shop, 4 E. 34 St., N. Y.

SHOES (Cont'd)

MOONEY & GILBERT, New York's favorite rendezvous for aristocratic shoes, sizes 2½-12, AAAAA-C. Famed for fit, smartness & comfort. Foot problems solved by mail. Write for Booklet SS. 35 W. 57 St., N. Y. C. Charges

SHOES REBUILT

LIVERPOOL SHOE REBUILDING CO. Shoes rebuilt, restyled, corrected to fit. Made longer, shorter, wider, narrower. Orthopedic experts. Dyed any color. Custom-made. World's largest. Mail orders. 138 W. 34 St., N. Y. (opp. Macy's)

SPORTSWEAR

SKI-PANTS that really fit! Custom-made of all-wool water-proof gabardine by an expert breeches maker. Tailored to last & hold shape. $20. Ladies' suits, coats, slacks. Jack Miller—The Equestrian Shop—123 E. 24th

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HAND-LOOMED SWEATERS—a blend of Real Shetland & imported wools. Hand-finished classic cardigan $6.75, slip-on $5.75. Free color card—20 shades. Village Yarn & Tweed Shop, Framingham Center, Mass.

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BASILE & B. D'ANGELO create for discriminating women individual custom-made suits, coats of finest imported, domestic fabrics or your materials—newest fashions, modest prices, remodeling. 17 E. 53 St. VO 5-7584

ANDRE BALOD—TAILOR—Perfect tailoring of coats, suits, furs & gowns in the newest fashions. Faultless fitting & finest workmanship & materials at minimum prices. Remodeling also. 38 West 56 St., N. Y. CI 7-8179

WATCH REPAIRING

YOUR WATCH IS NOW PRICELESS. Repairing of small, intricate watches, clocks. Fine workmanship. Moderate prices. Mail orders. Auguste Braun (former head of Cartier Watch Dept.), 665 5th Ave., N. Y. PL 3-6288

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ENGRAVED WEDDING Invitations and Announcements. Everett Waddey Co. has for generations insured highest quality at reasonable prices prepaid. Book Wedding Etiquette Free. 5 South 11th St., Richmond, Virginia

WEDDING INVITATIONS—An engraver's work is desirable to the extent that it is beautiful. The raised feeling means nothing. Ask for samples and make discriminating comparison. Harcourt & Co., Louisville, Ky.

ENGRAVED WEDDING INVITATIONS. Announcements, Visiting Cards, Monogrammed Stationery. Quality engraving for three generations. Write for samples. J. P. Stevens Engraving Co., 112 Peachtree St., Atlanta, Ga.

WEIGHT REDUCING

ROSE-DOR FARMS—Magnificent reducing and beauty haven. Dieticians, beauticians, all facilities for healthful weight reduction. Fine accommodations. Booklet. 30 min. from N.Y.C. Irvington-on-Hudson, N.Y. Tel. Irvington 1280

SLENDER LEGS! Marguerite Benson, Originator of Successful Scientific Method and Foot-Leg "Nastics". Reshape, normalize, strengthen Ankles, Calves, Knees, Thighs. 10 Treatments $25 up. 330 W. 72, EN 2-0333

MANYA KAHN'S NEW NINE-DAY Wonder Course will give you a New Face and Youthful Figure in a surprisingly short time! A trial treatment ($3) will convince you. $50 Course now $35. PL 3-7623. 53 West 57 St.

LOSE POUNDS AND INCHES—definite slenderizing results. Reducing specialist, 17 years success. Personal attention. High colonic expert. Registered physiotherapist. Margaret Deuster, 160 East 48th St., N. Y. EL 5-8118

GOURMET'S GUIDE

SELECTED RESTAURANTS IN AND OUT OF TOWN

NEW YORK CITY

RESTAURANTS—DINING

DIVAN PARISIEN—17 East 45th St., N. Y. Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad. Luncheon and Dinner. Finest vintage wines and liquors. Phone MU 2-9223.

RESTAURANTS—DINING

JANE DAVIES'—145 West 55th Street, New York. Good food and excellent service are yours amid attractive surroundings. Luncheon—some 65c, Dinner from $1. Fine vintage wines and beer only. Closed all day Sunday.

ALEXANDRA, 8 E. 49 (PL 3-1452). Cocktails that "click" by Phil, delicious food, moderate prices. Lunch 12 to 3 P.M. Dinner with Champagne Cocktail $1.25, served week days 5-8:30 P.M., Sundays noon to 8:30 P.M.

THE CAVIAR—18 East 49th Street. "Where the best Continental Cuisine is served most reasonably!" Carefully selected wine cellar. Luncheon from 85c. Dinner from $1.25. Cocktail Hour. Telephone ELdorado 5-8998.

CAFE TROUVILLE—112 East 52nd St. Host to New York's smartest clientele. Open for luncheon ($1.25), cocktail hour, dinner ($2). Entertainment every evening after 9:30. Completely air-conditioned. Closed Sundays.

CAFE ST. DENIS, 11 East 53rd Street. For menus that are different and a real French Cuisine that adds zest to appetites—try our Dinner Supreme from $1.50; Luncheon from 90c. Closed on Sundays. ELdorado 5-8032.

RESTAURANT MAYAN—16 West 51 Street, Rockefeller Center. The popular rendezvous for luncheon, cocktails, and dinner. Unusual atmosphere. Luncheon entrées from 65c. Dinner from $1.75; also à la carte specialties.

GRAND CENTRAL TERMINAL Restaurant and Oyster Bar. Lower Level, The Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 70c. Dinner from $1.00, also à la carte.

HOLLAND HOUSE TAVERNE—10 Rockefeller Plaza. 'Round the crescent bar for cocktails; in front of old tiled fireplaces for luncheon; dinner in the nooks. Luncheon dishes from 60c, dinner from $1.75. Authentic decorations.

CAFE LOUIS XIV—15 West 49th St., Rockefeller Center. Cuisine Classique, Fine Wines, American Bar. Period setting. Prix-Fixe Luncheon $1.50. Dinner from $2.00, also à la carte. Wm. Adler and his Violin.

CHAMPS-ELYSEES. Le Restaurant Par Excellence, Cuisine Française. Famous for the special Champs-Elysees Dinner. Finest wines and liquors. Lunch à la carte. Colossal bar. Closed Sun. 25 E. 40th St., N. Y. MU 4-8833.

CORTILE RESTAURANT—37 W. 43rd St. (opp. Stern's). In the Bar Building. Delicious luncheon 50c up—dinner 75c up. Afternoon Tea from 25c. Open 8 A.M. to 9 P.M. Closed Sun. Rosella will read your character.

LA BELLE MEUNIERE. 12 East 52nd Street. Le Restaurant du Connaisseur. Quiet atmosphere. Catering to the metropolitan smart set. Luncheon. Cocktails. Dinner. Serving only the best wines. Tel. WIckersham 2-9437.

HEARTHSTONE, 15 East 48th St. (Cocktails) Gramercy Hearthstone, at 102 East 22nd St. Excellent food, carefully prepared, graciously served. Charming atmosphere. Luncheon from 65c, Dinner from $1.15. Closed Sundays.

THEODORE'S RESTAURANT—New York's outstanding French Restaurant. Superb Dinner $1.90. Delicious luncheon $1.35. Cocktails. Open Sundays at 5:30 P.M. Excellent bar. 4 East 56th Street. Phone: PLaza 3-6426.

CRILLON—277 Park Ave. (116 E. 48th St.) Famous for cuisine and cellar. Luncheon $1.25—Dinner from $1.75—Main Dining Room. In Cafe, Luncheon 95c—Dinner $1.25. Sunday Dinner $2.00. Telephone WI 2-3727.

SWISS PAVILON—38 East 50th Street (EL 5-8680). A delightful rendezvous, featuring continental specialties of World's Fair fame. Luncheon from $1.25. Dinner from $2.00. Open Sun. 12 noon. Paul Burger, Owner-Mgr.

NANCY LORD—662 Madison Avenue, (between 60th and 61st). RH 4-9808. Excellent food with quiet, efficient service. Delightful atmosphere. Luncheons from 65c. Dinners from $1.10. Closed Saturdays, open Sundays.

RESTAURANTS—DANCING

VERSAILLES—151 E. 50 St., PLaza 8-0310. New York's most glamourous French cuisine. Cocktail Hour, Dinner & After Theatre. Presenting B'way's Brightest Stars. Emil Coleman and Orchestra. Panchito and his Rhumba.

LARUE—45 East 58th Street. VO 5-6374. New York's smart rendezvous. Cocktails, dinner and supper. Entertainment featuring Eddie Davis' and Joseph C. Smith's orchestras. Continuous dancing until four o'clock.

LE COQ ROUGE—65 East 56th St., N. Y. C. Famous cuisine. Cocktails, dinner and after theatre. Entertainment. Dick Wilson's Orchestra. Ruth Cleary's All-Girl Orchestra. Minimum $1.50 after 10 P.M. PL 3-8887.

NIGHT CLUB

LEON & EDDIE'S, 33 W. 52 St. World Famous café-restaurant. America's amazing entertainment value, "Sly" & subtle Eddie Davis heads show. 4 shows nightly. Dancing. "Should be visited once in every lifetime."

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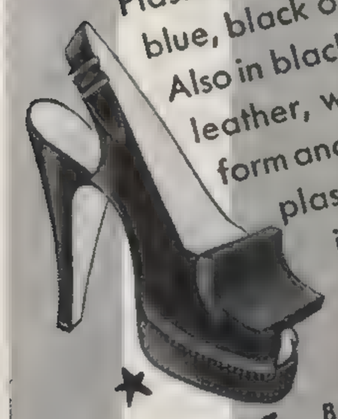
NEW SPRING EDITIONS OF OUR TALL-PLATFORM FLATTERERS
$18.95

Perforated black or blue suede, with round suede ornament. Five inch heel, ¾ inch platform.

Peek-a-boo bow. In perforated suede, black, brown or blue. Five inch heel, ¾ inch platform.



Plastic stitching on red, green, blue, black or brown suede. Also in black or blue patent leather, with suede platform and ornament and plastic stitching. Five inch heel, ¾ inch platform.

Booklet on Request.
Mail Orders Filled.

French Bootery
22 EAST 57th STREET, N. Y.

Walter Florell
29 East 53 ST.,
n.y.c.
HATS

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Made of Cohama fabrics
SORRY no C.O.D.'s or charges accepted or monogrammed orders.
$4.95 double bed size
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Matching pillowcase $1.95
complete with monogram
Albert George
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Transformations

QUALITY HAIR GOODS
by SYLVIA
515 MADISON AVE. (SUITE 812)
NEW YORK CITY
Entrance on 53rd St. Tel. Plaza 8-1389

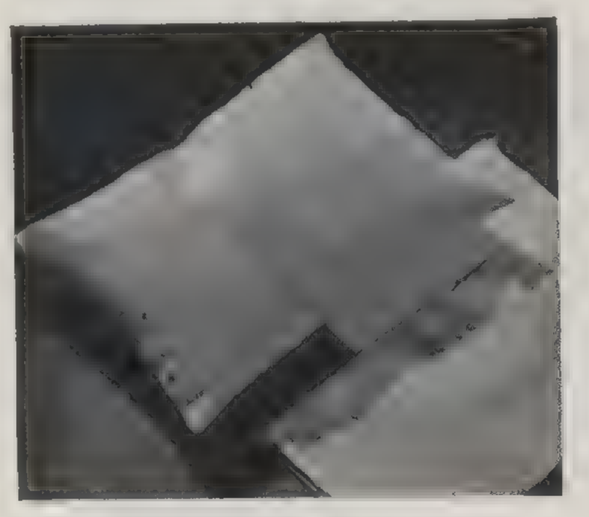
CUSTOM MADE
Hats by Horne
in a Modern Equipped Plant
Using straw, felt or fabric, our skilled designers will design a hat "just for you" according to your own idea of style . . . a beautiful creation that will be the envy of your friends.
The same service in re-styling your hat or using your materials. In ordering, give description of the hat desired.
George T. Horne Co.
ROANOKE, VIRGINIA

Shop

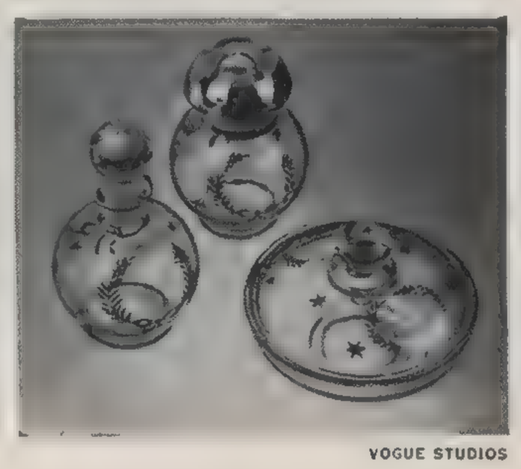
Highland Fling. For 138 years the firm of Romanes and Paterson have thrived in Edinburgh, selling their marvellous tweeds, their authentic tartans, their cashmere shawls. Now they have a shop at 16 West Fifty-seventh Street, as Scottish as a Burns ballad. They make to measure jackets like this one of imported cashmere and lamb's wool in four colour combinations, all with an unmistakable mist-and-gorse look about them. $70 will make it yours.

Head Lines. The beauty shop of Werner of Switzerland, 608 Fifth Avenue, looks steeply down on the ice-rink at Rockefeller Center, flickering with the small figures of skaters. While you sit under the drier, you can watch the Plaza, all the while acquiring a coiffure of softly-indented waves like this one. It's an example of Werner's skill at subduing a short hair-cut.

Sleight of Hand is, to our theory, one of the ingredients that goes into the work of Sylvia, the master wig-maker at 515 Madison Avenue. She even meets the tricky problem of giving a convincing part to false hair by crocheting, onto the finest of net foundations, strands that have the subtle, uneven shading of Nature. You might have her make for you a coiled sailor's knot, the new, beguiling version of the chignon, to wear with a spring sailor hat.



Sweet Dreams. With a smothered yawn, at the thought of catching forty winks, this gadding Shop-hound has a word to say about pillows. *This* pillow, to be exact. It's a boudoir pillow, filled with soft cotton comber, and with it come three cases of rayon crêpe, trimmed with rayon satin. Drowsier by the minute, we observe that they are 12″ by 16″ in size and come in tea-rose, blue, and white. The price for the set is one of its dreamiest features—it's $3.95, postage prepaid. It comes from Albert George, 699 Fifth Avenue.



Three of a Kind. This rotund trio is supposed to sit on a dressing-table, holding powder, lotion, and cotton. Of crystal with gold decorations, the two bulbous bottles are 5″ tall.
The powder jar is 4½″.
You can order them from the Rendezvous Gift Shop, 523-525 Bangs Ave., Asbury Park, N. J.

VOGUE STUDIOS

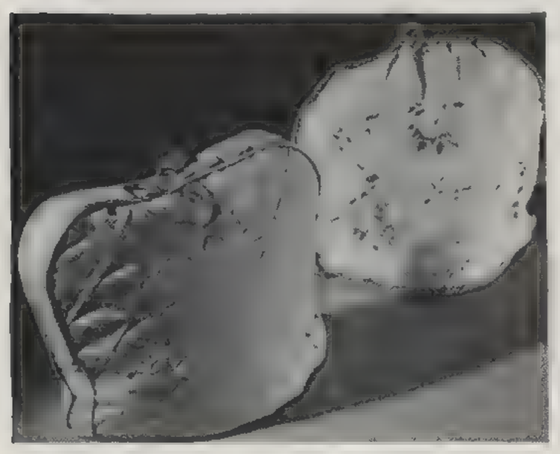
Hound

The Patriot

In the Pink of Condition. Of pink satin, with black coque feathers swooping from its brow, this is not a reticent hat. Compatible with a confident spring mood, it's a straightforward sailor, to sit squarely on your head and be seen. $20, plus postage. Peg Fischer, 509 Madison Avenue, has it, as well as some personable black straw hats.

The Cold Shoulder is something this stole and muff won't give you. A stole of wild natural blond mink, 52″ long, attaches snugly to a huge muff. $500, plus Federal Tax. Trencher Furs, Inc., will make it, before your very eyes. Their workrooms are above their shop, and, if you wish, after you have chosen your skins, you can watch some of the long, careful process which goes into making your stole or coat. They're at 277 Grand Street.

Cream or Lemon? That most expansive hour of the day, when you take time out for tea and talk, will be all the cheerier for the addition of one of these tea-cosies to the tray. Some are made of quilted taffeta, some are of glazed chintz, brash with flowers. You could also have one with a padded lining and an easy-to-launder slip-cover. Their prices range from $5.50 to $8.50, plus postage. The New York Exchange for Woman's Work, 541 Madison Avenue. (They also make cakes that must be tasted to be believed.)



Beauty Is His Business. Spacious and white-curtained, the beauty shop of Charles Bock, 20 East Fifty-seventh Street, has the look of a competent chemist's laboratory. This precision and thoroughness goes into the work of the shop, too. Mr. Bock, with pleasant perversity, likes difficult hair—hair that's rundown, superfine, or flyaway, and he likes white hair best of all. Moreover, his prices are reassuringly gentle, we hasten to add.

A Bandbox is justifiably a description for the shop of Mayfair Shoes, Ltd., 526 Madison Avenue, for it's pint-sized, with blue-cushioned walls. Its unusual specialty is flat-heeled shoes that are beguiling, as well as walkable. Among them—Bancroft-Walker shoes of black doeskin. They're $9.95, postage prepaid.

Henry Poellnitz

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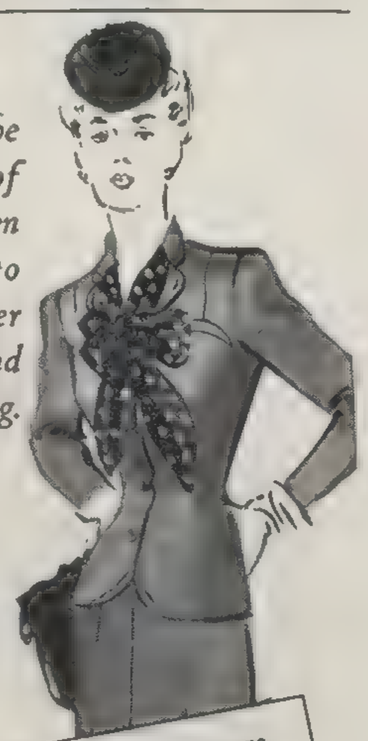
You'll like the smart details of this lovely woolen suit. Perfect to wear now under a fur jacket and late into Spring.



Gray with navy and white polka dot tie, $49.95

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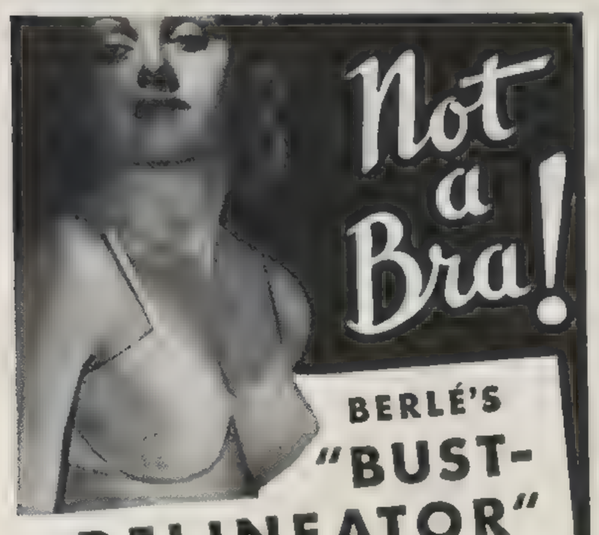

Esther Dorothy
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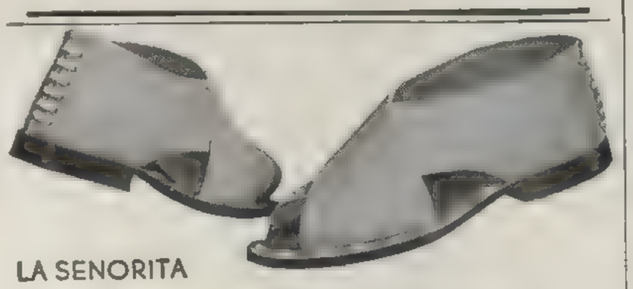

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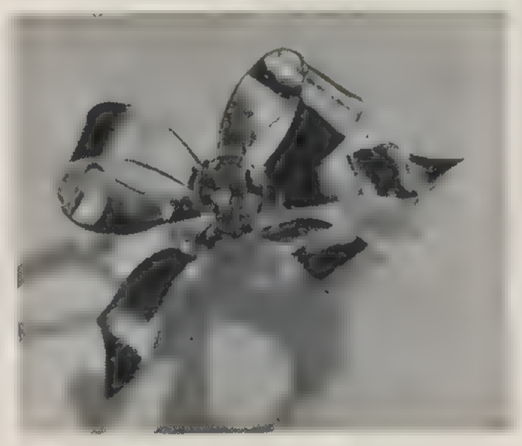
Vogue says:

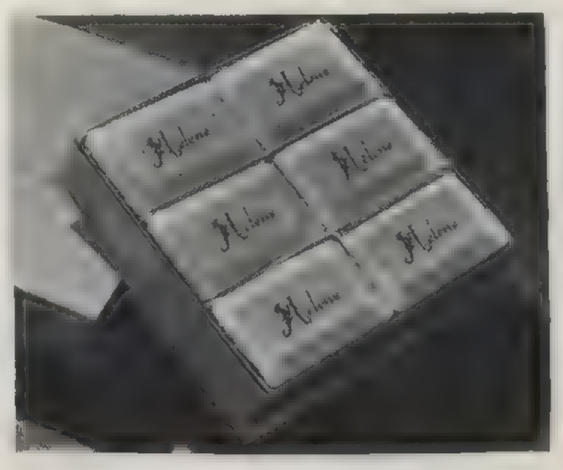
FOR VICTORY...BUY UNITED STATES WAR SAVINGS BONDS AND STAMPS

Shop

On the Silver Standard. Like a cape, this stole is fitted to the shoulders so that it will not slide off in the disconcerting habit of a scarf. Four of the famous Fromm silver foxes are used here in an unusual way that brings out more of their silky silver. That's an example of the ingenuity of the woman furrier, Esther Dorothy, 78 East Fifty-sixth Street, who believes in handling fur in a woman's way, with a knowing touch.

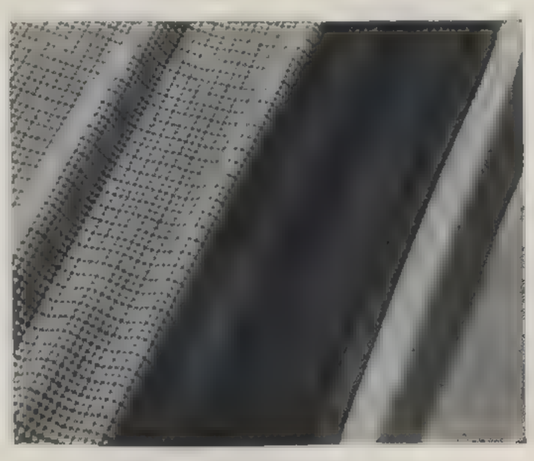
Bright Bow. This shining ribbon of sterling silver plated with 24-carat gold might liven the sensible severity of a new suit—perhaps a grey one like those on pages 78-79. The pin is $5, plus 10% Federal Tax. Shop-hound scampered into the shop of Gerlou Fifth Avenue, 501 Fifth Ave., to find it.

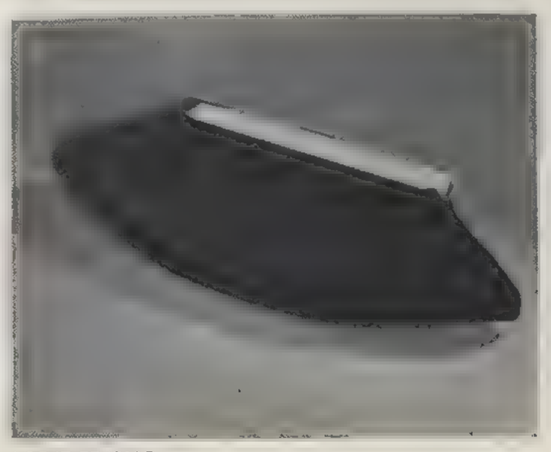




Add Water. Before they fulfil their purely utilitarian function, these cakes of soap are nice just to have around and look at. In peach, green, and yellow, they have monograms or names on them. A box of six is $3; a box of twelve—$5, postage prepaid. Katherine Gray, 17 Park Place, N. Y. C.

Words About Wool. In an open fireplace, logs snap and sparkle, the chairs have an unbusinesslike comfort, and along the walls are sprawled bolts of superb, sturdy woollens. We're talking about Hunt and Winterbotham, 702 Fifth Avenue. Here are three of their imported woollens—their durability worth their price. Checked Hardeesy Tweed in memorable colours, $10.50 a yard. Black-and-white striped Amberly Worsted, $10.25 a yard. Bermuda Doeskin, in a gamut of twenty colours, $11.50 a yard. All, about 60″ wide.





VOGUE STUDIOS

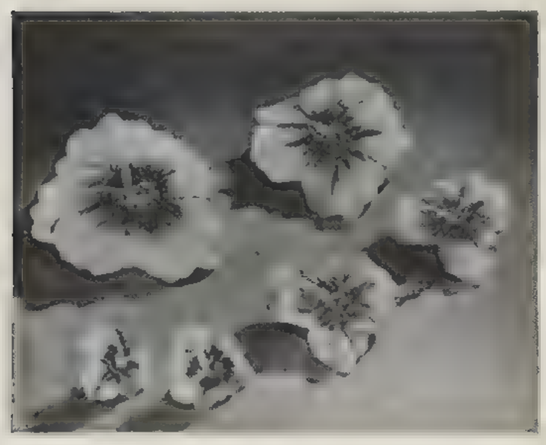
Look Inside. One of the intriguing aspects of this bag doesn't show until you peer inside. There is a money purse, an exact twin of the big purse, even to the gold-coloured frame. The purse is of black or navy-blue faille. $5. Ethel Stiffson, 461 Park Avenue, makes it.

Hound

The Patriot

Pretty Pink. The tiniest pocket of a place, all as pink as a peppermint, is Mary Goodfellow, at 23½ East Sixty-first Street. (Even the address implies its superlative smallness.) There you might sit at a white-fringed dressing-table and try on this hat of grey-blue felt, the veil strewn with disks of shocking-pink felt. It's $22.50, and they also have many less expensive hats there.

Prickly Question. Away from its natural habitat, this hardy specimen of desert flora can survive transplanting to town and to the lapel of a suit. A brooch of 14-carat red gold, it has a body of green malachite, set with diamonds. It was made by Edmond Frisch, of 336 Park Avenue, with the pungent originality that marks all his work. 2″ by 1¼″, it's $275, including Federal Tax.

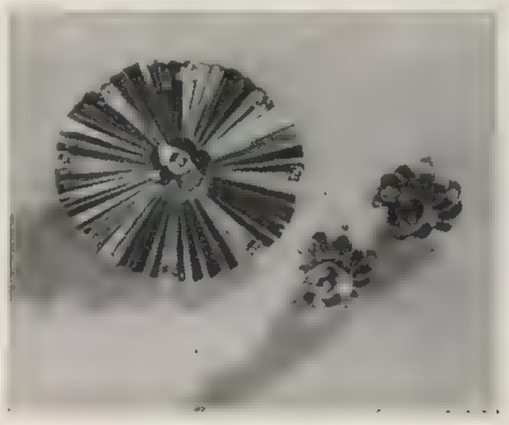


Early Blooms. Before the first adventurous April crocus has poked a sprig out of the frosty ground, this crop of pansies can be flourishing in full bloom. They're made of Galilith, a new material for jewellery, in any of seven colours, and hand-painted.

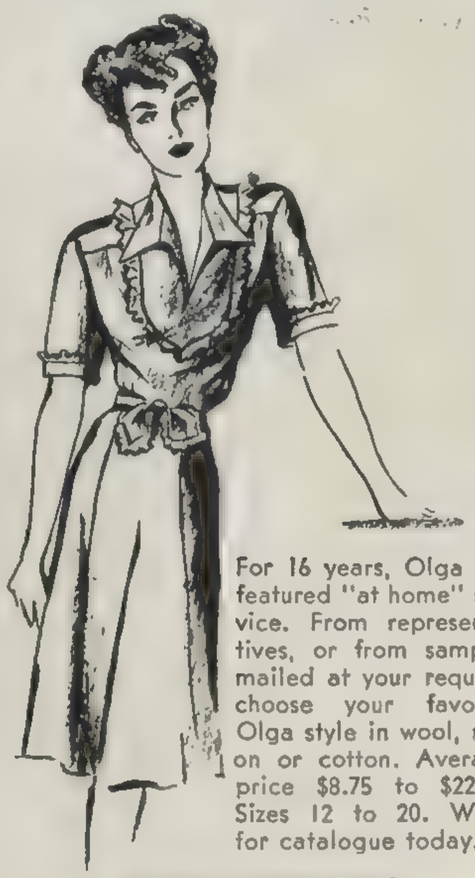
The smallest pansies are a pair of earrings, $2. The twin pins are linked by a chain and cost $3. Above are a middle-sized pin that costs $2; and a large, luxuriant bloom for $3. You might test the axiom about pansies—that the more you pluck them, the better they grow—at Dalsheim, 389 Fifth Ave.

Beneath Your Dignity. Edith Lances of Saks-Fifth Avenue is concerned with the brassière that will help you cut a fine figure in your new clothes. A tiny, busy wisp of a woman, she devises a special brassière for the low, low-necklined dresses like those shown on pages 70-71; makes bathing-suits with strategic built-in tops; pantie-bra combinations for slacks; and any number of scientific brassières. They're all measured exactly for you, then fitted impeccably, and they cost from $3.50 up.

Pinwheel. Shop-hound isn't sure that she has made a pun, for this *is* a pinwheel, of fanned-out pink and green gold. $140, plus tax. Pink and green gold also makes the stream-lined sea-shell earrings. $42, plus tax. Both are "Modern Classics"; from Saks-Fifth Avenue.



OLGA FROCKS



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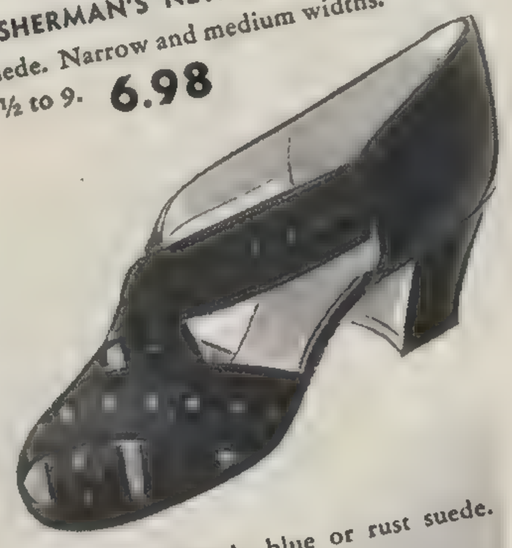

SHORE LEAVE. Black, blue or rust suede. AAAA to B. 3 to 10. 6.98

★ A 21 gun salute for three of Newport's most prophetic styles for Spring. They're the choice of society's headliners and the pride of the navy crowd. We predict they'll be America's favorite in one short month.

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KAY'S-NEWPORT
Dept. V, Newport, R. I.

COLLEGE GIRL—NEW VERSION

I AM the wartime college girl. I've had to adapt myself to a new way of life and to acquire a new perspective. My well-ordered world has gone a little topsy-turvy, but somehow I've managed to keep up with it. I awoke one Sunday morning a year ago to hear that our country was at war. I studied for final examinations that quarter by candlelight...the campus was blacked out. I went home for the holidays determined to quit college and go to work in a defense plant. I came back to school after that vacation just as determined to stay in college. My family had agreed that this was my job; the war meant that I should do it even better.

Now a whole year has passed and, with it, my ivory-tower existence. I'm not just a college girl any longer; I'm a worker with a job to do in the shortest possible time.

I'm taking my culture in smaller doses; and plain, honest subjects, like business and mathematics, are taking up more and more space in my curriculum. I've always liked languages, so I'm brushing up on my German. Several of my sorority sisters are struggling with beginning Japanese, and the Spanish majors are besieged with offers of jobs. The Engineering Department has opened its doors to women, and I am considering a course in drafting that would ensure me a job when I graduate.

Physical education is required of all undergraduates, and those daily workouts have made me a lot healthier, a little more muscular.

"A" Grades in Tomato-Picking

The college's shift to a wartime basis doesn't end with the academic work, however. It continues right on into school activities and social life. A serious labour shortage in the fruit canneries and orchards threatened to halt vital shipments to the Army this autumn. I went along with three hundred other co-eds to the tomato fields and the walnut groves and picked for about eight hours every Saturday as long as the season lasted. Pickup trucks would come and get us at eight in the morning and bring us back at five in the afternoon. The first few times were the hardest. I came back dog-tired, with every muscle aching. Soon I became more accustomed to the work, and was picking with almost the speed of a professional. We must have been pretty good, for, when the figures were released, three hundred and ninety-two of us had picked one thousand, one hundred and four boxes of walnuts and three thousand, one hundred and eight lugs of tomatoes, putting in more than two thousand hours of work.

With the declaration of war came the birth of the Student War Board to coordinate the war work done by the students. Such ideas as Carless Wednesdays, Stamp Day, and Dimes for Diplomas came out of this organization. The War Workshop was also started, to which women students were asked to donate at least two hours a week to rolling bandages, making stretcher pads out of silk stockings, and filling overseas kits for soldiers.

My working day is now composed of almost equal parts of study and war work. On Mondays, I put in two hours at the Workshop, making scrap-books and kits for the soldiers overseas. Tuesday is Stamp Day, and each group has a contest to see who can buy the most Defense Stamps and Bonds. Despite the usual bankrupt condition of most college students, our college has managed to buy more than $10,000 worth of Bonds and Stamps in the last three months.

On Wednesdays, the smooth convertibles and the wheezy old rattletraps are put out to pasture, for that's the day we walk to classes and into town. Now that gas rationing is here, this goes for every other day in the week, too, but, on Wednesday, cars are strictly taboo. Also, on this day, we all forsake a couple of Coca-Colas and contribute a dime to the University's Service Men's Fund. This Fund will go toward the future education of men who left college to join the Armed Forces.

Now the Men Go Home Early

Our fun has changed. The men on campus are either taking accelerated courses or they're Navy officers taking courses at the University—and they all work hard. I now have one play night on week-ends instead of two, because so many of the men have Saturday classes. I come in an hour earlier, for the women voted to shorten their late privileges.

Because of the transportation problem, as well as the danger of blackouts, the University is sanctioning on-campus dances and parties. Hardly a week goes by that some college organization doesn't give an open house. This is more informal than a dance, and we usually spend the evening playing bridge or dancing to the radio. Then, too, bicycles have come back in fashion, and it isn't hard to get a crowd together for a ride through the hills, with hot dogs and coffee at the end of the trail.

The labour shortage has also begun to make a big change in my everyday life. I make my own bed and clean my own room, where a servant did it before. Many girls are having to wait on table and wash dishes because of the lack of men student waiters. Our meals aren't quite so plentiful any more, but the new plain cooking hasn't resulted in any cases of malnutrition. I miss that extra cup of coffee and glare accusingly at the girl who takes more than one spoonful of sugar. I set aside an afternoon once a week to do my washing, for there is no more pick-up and delivery service.

The old college bull sessions aren't what they used to be, either. We get in a lot of discussions about the war, and the front page of the newspaper is more in demand than the comic section every morning at breakfast.

I'll probably graduate while the war is still going, and in the meantime I hope to prepare myself so that I can step out into a constructive job. I don't want a career for life, but until that boy I know who is overseas comes home, I've got to be doing my part. I think I have a good perspective on what I'm doing and where I'm going. I'm going to make the best of a situation that isn't quite so secure and pleasant as my old way of life, but certainly a lot more stimulating.

KAY SCHWARTZ

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2 Popular-Priced Assortments from Which to Choose

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VOGUE COVERS THE TOWN

Kitchen Policy

A little basic training in cooking won't do you any harm. It's a good idea if you're planning on doing any "camp following." Equally good if you're the girl he left behind him. It's fun and a useful way of passing the time.

The Cordon Bleu Cooking School, 117 East Sixtieth Street, has a theory all its own. Blithely ignoring your past experience, and not seeming to care how little you know about fundamentals, the Cordon Bleu lets you start at the top, learning to cook whatever dish you particularly want to know about. It can be a casserole, or Coquille St. Jacques, or gnocchi, or a soufflé. This is the same theory as being thrown into the water and told to swim...but it works. Take it from one who's been through the mill without even a burnt finger.

Run by Mrs. Dione Lucas, the school has day and night classes. Mrs. Lucas, incidentally, is a graduate of the famous Cordon Bleu school in Paris. She is one of two alumnae permitted to award her own graduates the French Cordon Bleu, the highest diploma in European cookery....

...The School of Scientific Housekeeping, 133 East Sixty-Fifth Street, has two outstanding cooking classes. One is a five-day-a-week affair, lasting over a fourth-month period. But at the end of that time you'll know the works—all about marketing, budgeting, vitamins, and the bugbear of all amateur cooks, timing. (Of course, by this time, you'll be out of the amateur class anyway.) This course is called Comprehensive Cookery.

For less earnest souls, Scientific Housekeeping has a Short Course in Cookery involving six to twenty-four lessons—and it's plenty comprehensive for our money.

In this you'll learn the rudiments of cooking. You'll prepare an entire meal on schedule, and you'll be taught about the use of substitutes in cooking. What with war rationing, this comes in mighty handy.

Here, too, you can enroll in day classes, or the Thursday-night class...

...The Ballard School (part of Y.W.C.A.), at 610 Lexington Avenue, doesn't trifle with short cuts. They have three types of cooking class, and you have to pass from one to the other, or prove that you know your stuff, and could.

If you happen to go in as an out-and-out novice, you'll not only learn how things are done, but why certain methods are used. Your basic education in vitamin conservation will make your doctor purr with delight. And you'll learn that cooking can be fun. A fig for the cook's night out.

Last stop

The Casino at Monte Carlo, last summer's Beach done up in red and blue, is a pleasant place to drop in if you're in a non-dancing mood. There are the usual gin rummy-ists lining the walls, and a few self-conscious chess players. But it's the music that counts as far as we're concerned—that sobbing gipsy music, the kind that keeps crying all through the night.

Incidentally, for that last stop before bed, and instead of that last drink, try Monte Carlo's onion soup. You know about its absorbent aptitudes...or you should at any rate.

'Way Up

If you're an eater-outer with wanderlust and a passion for honest food, for steak and fish, done to a turn, then here's a place to try. The name is Neal's, at 65 East One Hundred and Twenty-Fifth Street, supposedly Upper Manhattan's oldest chop-house.

There's nothing fancy about the place; in fact, it leans heavily on the joint-y side, but if you like English barley soup, broiled lamb kidneys, and walloping big sirloin steaks...

Noblesse oblige

Since the first days of the war, blood plasma is credited with saving innumerable soldier and sailor lives. The entire source of this life-saver is the Red Cross, whose blood banks are strategically located throughout the country. The Red Cross is, of course, dependent on volunteer donors. The need is great, and any healthy person between twenty-one and sixty years of age can give a pint of blood, and never feel it.

"FLANEUR"

TEMPORARY ADDRESS—WASHINGTON

Mrs. James Forrestal, Mrs. W. A. M. Burden, Mrs. Rex Benson, Mrs. Lawrence Lowman, and Mrs. W. H. Vanderbilt are all new to Washington, all living there now because their husbands are working for the Government. February 15 Vogue photographs them and their wartime quarters, photographs Mrs. Harry Hopkins on the steps of the White House.

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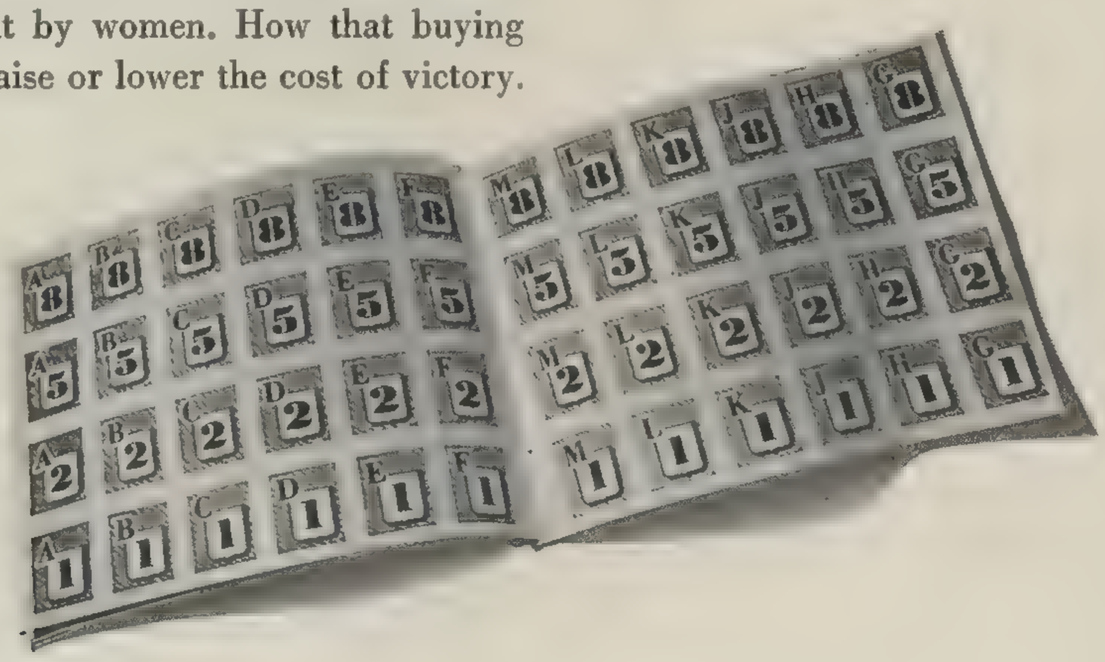
We wish it were otherwise. But,
frankly, we don't think that Germaine Monteil's
Face Powder and Beauty Balm will build morale or help preserve our way
of life. *Their* job is to make you look prettier, which they perform brilliantly.
Beauty Balm, because it is a stalwart barrier against dust and wind and time, making
your skin dewy and translucent; Face Powder, because it
is a sheer veil of loveliness, as soft as its fragrance, as invisible as wind.
Germaine Monteil
germaine monteil
FACE POWDER
germaine mon
BEAUTY BALM

Vogue's-Eye View of This Issue

ANDRÈ DE DIÉNES

OUT of Washington has come a small book that all America is discussing...a book that will be carried in every pocket... a book that is unpartisan, unbiased, and unrestricted to age, sex, financial status, colour, or creed. Its author—We, the People. Its name—War Ration Book II. It is greater than any best-seller because it buys...and while it buys, it also conserves. The theme of this book is a simple truth: that where there isn't too much of anything, there can still be enough with a sensible allotment system.

War Ration Book II. is a very real weapon. Use it well. But not all purchases are governed by it; some will still be in your own hands. Buy intelligently, and you aid the war effort. Buy heedlessly, and you sabotage it. That is why this issue of Vogue gives a training course in Buying; tells you how to buy what can be bought, how to manage when you can't buy. In peacetime, 67% of America's goods were bought by women. How that buying power is used, in wartime, can raise or lower the cost of victory.



AM ED CROSS
CLUB

I WENT TO ENGLAND FOR THE AMERICAN RED CROSS

By Toni Frissell – Vogue Photographer

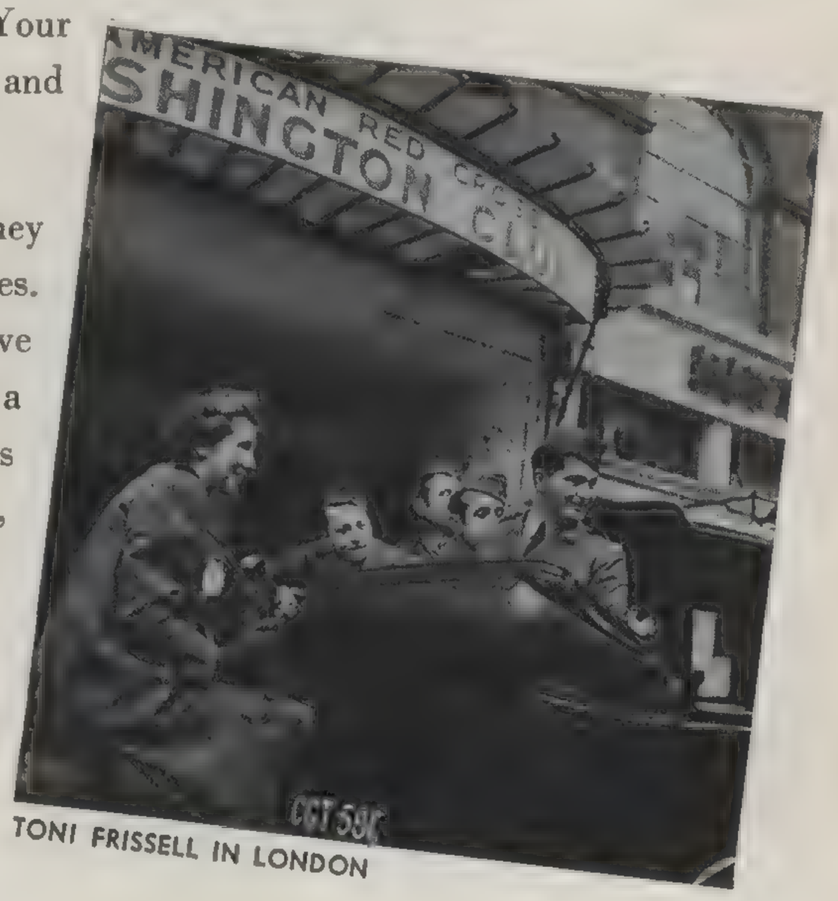
ONE minute I was roused from a sound sleep in New York to catch the plane for England. The next minute, it seemed, I was there. And now back in New York, as I look at the photographs I took during my ten weeks of work, these are the things I'll always remember:

The last two hours of flight, travelling through space in the blacked-out plane, and then stepping out in bright sunlight to see the red roofs of an English town and dozens of silver barrage balloons, sailing in and out of camera clouds. In London later—during the black-out, travelling in what I thought was a park—only the trees turned out to be houses. The sound, that first night in London, of soldiers singing and talking as they walked down the street, and then suddenly realizing that these soldiers were American boys. (Berkeley and Grosvenor Square look like little America—Americans everywhere.)

I'll remember the U. S. Army Hospitals, where I photographed our Paratroops, boys from the Air Force, boys back from the African campaign. There I saw the Red Cross Recreation girls, who live at the hospital, saw them writing letters for the boys, heard one of them dictating a letter: "Dear Mom and Pops, I am in bed with a broken wing." I saw another showing the Red Cross girl snapshots of his wife and child. When Mrs. Roosevelt visited them, I followed in her tracks, watching the boys' pleasure as she talked to them. (She had just the right phrase for each one.)

I'll always remember the U. S. Bomber Station, with rows and rows of four-motored bombers, crouching like dragons in the evening mist. Tramping with the Red Cross Field Director, to see some boys. They were camping in a place nearby, called, gently, Skunk Hollow. The going was difficult, with the mud coming over the tops of our field boots. Finally, the Colonel said: "You're lucky to be here now, as the tide is out." In the distance, the fingers of search-lights across the sky. In the first tent we visited, the boys were asleep. The Field Director woke one of them to tell him: "Your wife and daughter are fine, Bill—she is in a good hospital, and you have nothing to worry about."

Red Cross Directors live and march with the Army. They are the liaison men between the soldiers and their families. Later, back at the Officers' Barracks—a big room where five officers live, with its chief homey quality a small stove and a series of nude studies in a deep V formation—a bunch of boys were playing poker. At the end of the room, a boy was asleep, while three others were singing and playing darts—the dart-board over the sleeper's head. The next morning at the Bomber Station, I saw some (Continued on next page)



TONI FRISSELL IN LONDON

← YANKS IN LONDON

BOYS AT A REST HOME

AT GLASGOW

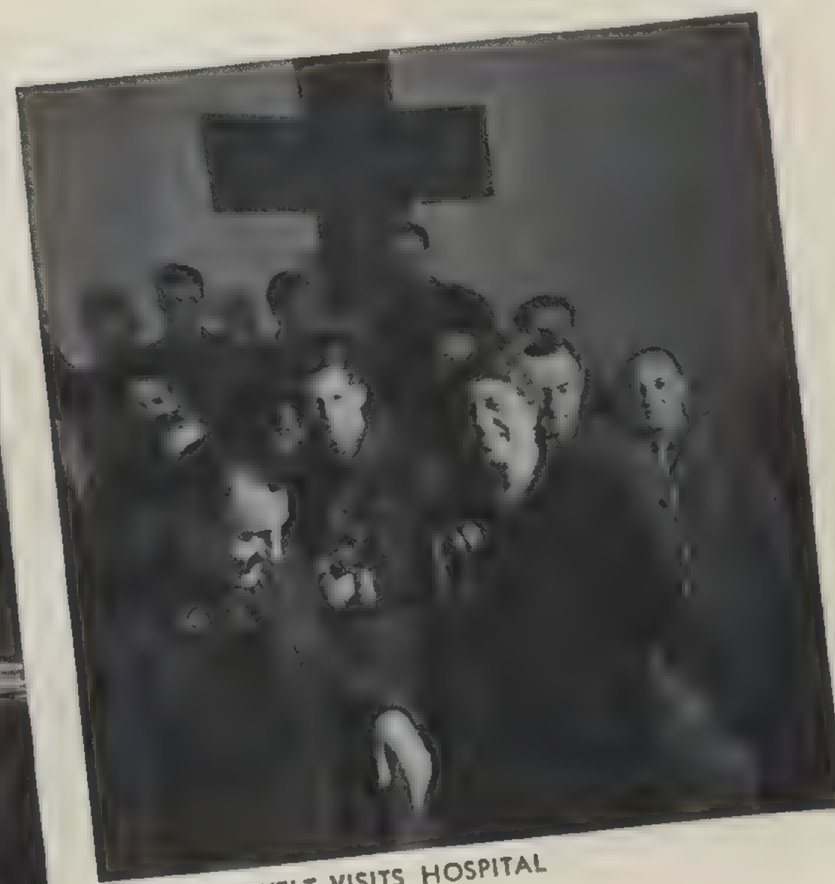
FRATERNIZING

boys go to be briefed on a mission, saw others having French lessons. That evening I saw the bombers return, the boys struggling out of their orange Mae Wests, their expressions completely matter of fact. They hardly looked as though they had been on a sweep over Germany or France.

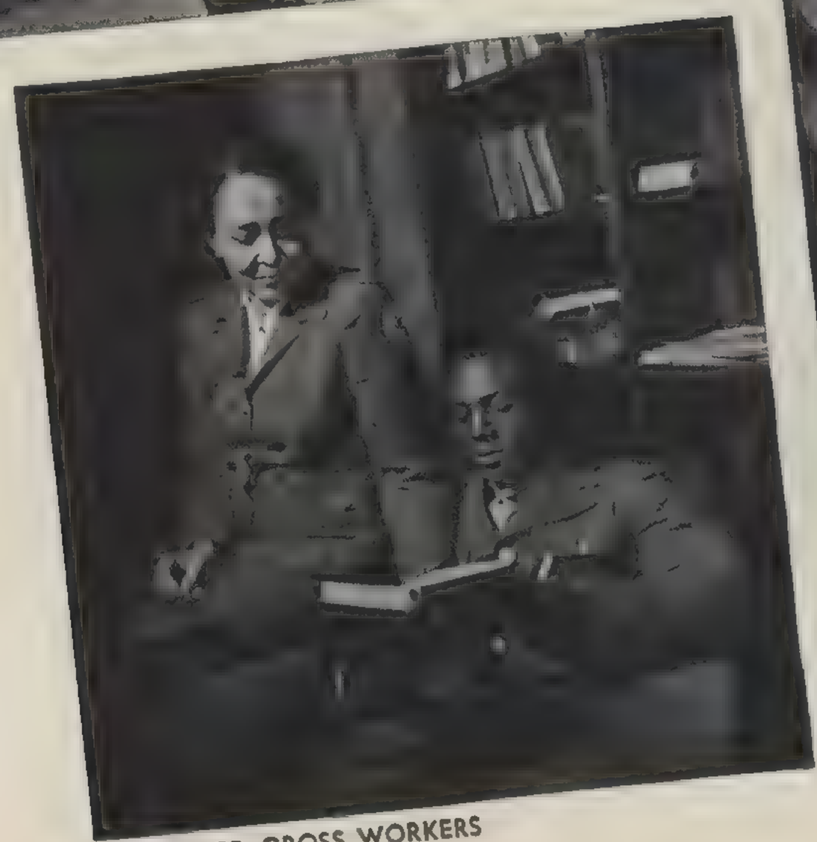
I'll always remember the Red Cross Clubs, all over England, where I saw sometimes fifteen hundred boys in an evening, eating, reading, playing. (I always thought men were camera-shy, but the boys loved to have their pictures taken when they learned that the folks back home might see them.) The Red Cross girls who run the clubs work from nine in the morning until midnight. They get one day off a week in which to have their hair done, to see their own friends.

I'll always remember Mrs. Roosevelt piped in to dinner at the Red Cross Glasgow Club; Sunday evenings with the boys singing at the Red Cross Club; the obvious pleasure of an American soldier on leave seeing a Red Cross girl who could talk about things back home; rows of boys, standing outside the Red Cross Field Director's office; Red Cross Clubs swamped with invitations for our boys.

I'll always remember the sound that memorable Sunday when, for the first time since the war began, the church-bells rang, celebrating the great Egyptian victory. Westminster Abbey on Thanksgiving Day, with rows of American soldiers standing under the tombs and statues of England's great as the Archbishop, at the end of the service, took the American flag from the altar and handed it to an American soldier.



MRS. ROOSEVELT VISITS HOSPITAL



NEGRO RED CROSS WORKERS

TONI FRISSELL

Red Cross worker - wounded soldier - Padre

TONI FRISSELL

Clubmobile girl serving boys on the march

AMERICAN RED CROSS CLUBMOBILES

"TARGET FOR DELIGHT" is what the Armed Forces in England affectionately call the American Red Cross Clubmobiles. These slick grey cars, operating from towns, service camps, and bivouacs within a sixty-mile radius, serve the boys American doughnuts and coffee. The "java and sinkers" are made right on the spot in electric machines operated by the girl crews. All the Clubmobiles need are power-lines to plug into, and they're all ready for action. The whole thing, an idea of Harvey Gibson, Red Cross Commissioner to Great Britain, has proved such an instantaneous hit that Clubmobile production is being pushed through the assembly lines in factories in England.

The Clubmobiles are operated by a crew of three, usually two American girls and one British girl. (The pretty girl in the photograph on the opposite page is Camilla Moss, of New York.) These are the glamour girls of England. Wearing oversize white smocks over woollen clothes and a handful of sweaters, they look like chubby white blimps—ludicrous, but pretty. They go out in rain or shine, to airfields, to gun stations, and to distant camps. Their assignments are tough ones, travelling over terrain that is far from stream-lined. And if the Clubmobile gets stuck, as it all too often does, they dig it out, they drive it home in the dark, straining their eyes through the blackout.

WHAT MAKES AMERICANS TICK?

Their world and their war are built on hope, initiative, and results

By Margaret Mead

[EDITOR'S NOTE: *Margaret Mead is one of America's foremost anthropologists, and her business is humanity. Her publications range from "An Inquiry into the Question of Cultural Stability in Polynesia," to her latest book, "And Keep Your Powder Dry"—a learned study of American anthropology, exciting as gossip. Dr. Mead is Assistant Curator of Ethnology at the American Museum of Natural History.*]

"THE American people think...." "The American people feel...." "The American people hope...." "The American people will not stand...." How often we hear these phrases, and only when we are annoyed with the speaker, when we suspect that he is calling up his crowd to reject what our crowd wants to do, do we challenge him and ask: "Who are these Americans you are talking about? Your business associates? Your golf partners? The men who work for you? The men you work for? The taximen who drive you in strange cities? WHO ARE THEY?" Still less often do we stop to ask: "What are they? What is it that distinguishes an American from an Englishman, an Australian, a South African, a New Zealander, or even a Canadian—born and bred on the same wide continent? How do we know, before he speaks, often before he moves, that that man is an American, and that man is not?" For we do know. But we know it from inside; we know what Americans are, the way we know what we are ourselves, in an inarticulate way, with a knowledge too close for formulation, a vision too myopic for clarity.

Yet, in a war, when we are reckoning up our strengths and weaknesses, counting up our resources, working furiously to make synthetics where essential imports have been cut off, choosing between one type of combat plane and another because, in the long run, we think that Americans will fight better in one than in another type—it is important to know WHAT we are. "Americans will never stand" this or that, we say. Why? And what is it that they won't stand? Because, if quinine is cut off and we can get no more to treat malaria, we may be able to make a synthetic; we must make a synthetic. But if some special quality is lacking in our people, there is no time to synthesize that quality in a chemist's laboratory, no time to breed up a new batch of babies with the necessary qualities.

When it comes to the character of a people, a war must be fought with what one has, from grandfather to the baby; there is no time to change the people. And because in a successful war, a war which really challenges the total capacity of a nation, the character of the people must be used, and used to the utmost, if we aren't fighting the type of war which uses our character to the full, then we'd better change the style of the war. That may sound like madness. One may feel that the style of a war is set purely by military considerations, and that there is nothing that can be done about it. But is it?

If we look first at the character of the American people—of the North and West—for the Old South still retains some distinctive characteristics of its own which makes it impossible to lump it in a general statement—what are the answers to these questions? Do Americans fight best on good news or bad? Do they fight best following some distant and almost mythological hero, or when competing with the exploits of someone of their own kind, from their own town, or their own school, their own age, their own rank? Do they fight best when they are blindly following orders, or when they feel that part of the job is left up to them? Do they fight best in sheer self-defense or sheer patriotism, or out of self-sacrifice, or when they are fighting for a positive objective?

And in using the word *fight* here, I don't mean merely *do battle;* I mean (Continued on page 114)

Wood décor, wool suit (opposite) ⟶

All those chips and blocks of wood in the photograph opposite are slated to produce many miracles in the future. From wood, science predicts, will come sugar, gasoline, cattle fodder, yeast, blankets, and clothes. The girl here isn't wearing wood yet—but she will after the war. Here she wears a grey wool suit with white linen collar, cuffs, and blouse; Bergdorf Goodman

PHOTOGRAPH BY RAWLINGS

VELON PLASTICS FROM FIRESTONE RUBBER CO.

Plastic Décor

All the strange tubes and sheets in these photographs are a plastic derivative of petroleum and brine—known chemically as Vinylidene Chloride. One of the wonder-products of the age—it's a plastic that resists fire, water, chemicals, fatigue, and abrasion...and can be used to make almost anything from plumbing pipes to hats

HORST

Wool Dresses

The girls on these two pages aren't wearing plastic—yet. Their dresses are of wool. Above—slate-blue wool-and-rayon dress, striped jacket. Henri Bendel; Marshall Field. On first girl opposite—Traina-Norell's beige wool jersey dress; from Bonwit Teller. On second girl opposite—grey wool dress with piqué collar and cuffs; Lord and Taylor

PLASTICS IN THE FUTURE

They're brighter, gayer, tougher... and often more practical than the materials they replace

By Charles A. Breskin

[EDITOR'S NOTE: *Charles A. Breskin is an engineer who went to Lewis Institute of Technology in Chicago. In 1930, he saw the potentialities of plastics, and entered that vaulting industry with the magazine, "Modern Plastics."*]

TODAY plastics are found in every room in the house, from basement to living-room. But now let's look ahead into the future. The bathroom of the future will probably contain no rubber, no metal—not because these present indispensables will still be unobtainable, but because plastics will be better, cheaper, and more attractive. The bathtub and basin, the shower- and window-curtains, the bath-mat and chair—all will be made of different kinds of versatile plastics.

Because plastic pipes (made of Saran) bulge to accommodate expansion when the water freezes, they will not burst from the cold. On the other hand, if fire breaks out, the extreme heat makes them spray water just like automatic sprinklers. And as they are poor conductors of heat, hot water running through them has little chance to cool off on its trip from heater to faucet.

Plumbers of the future can forget tools and accessories when they're working on plastic pipes. No more need of a pipe-threader, or white lead to seal the joints, for plastic pipes can be curved and bent to go around corners and to avoid structural obstacles. Dirt, grease, ink, food, chewing-gum, even acids—all these bugaboos of the housewife will be largely under control, for to plastics they can do no wrong.

Now that you are itching to get hold of these miracle materials of tomorrow, there is sad news for you. They just aren't available to you because they've gone to war. The same plastics that are so good for fashions and interior decoration have been requisitioned by the Army, the Navy, and the Air Forces. And what is more important, they are not being used as substitutes, but because they do the job as well, and more often better, than the materials they are replacing.

One kind of highly flexible plastic that can be stretched and pulled was used before Pearl Harbor to make Cinderella-like "glass" slippers. (This plastic, made from vinyl resins, a group of chemicals derived from air, natural gas, water, salt, and coal, is known to the trade as Vinylite, Koroseal, Saflex, Butvar, et cetera.) Today it waterproofs Army raincoats, replacing 1¾ pounds of rubber in each garment. For an Army of 10,000,000 men, this means a saving of 17,500,000 pounds of precious rubber.

Other rubber-like plastics, which include ethyl cellulose and castor oil, make gaskets, gloves, galoshes, electrical tape. And though these materials admittedly lack the bounce and ultra elasticity of natural rubber, they are forging ahead in the industrial field—both military and civilian. Their importance is high-lighted by facing facts, by recognizing that 60,000 tons of rubber have been used annually for such purposes where elasticity was only incidental.

AMONG the hard-setting plastics are the phenolics (called Catalin, Marblette, and Opalon), which were formerly used for hair-brushes, costume jewellery, and handbag frames. Now these are vital aircraft materials used for instrument dials and gears. Combined with plywood, the phenolics are used in the building of training and combat planes. Plastic plywoods made possible the light, speedy PT boats with which the daring U. S. Navy men distinguished themselves in the Philippines. Aircraft flooring, partitions, pilot seats are made of phenolics. It's a tough material and feather-weight—which means more space for bombs instead of woodwork!

Generals, as well as privates, wear a plastic helmet under their steel one. These plastic helmets will withstand the blow of an eight-pound iron (Continued on page 123)

←—Paper décor, Aralac suit *(opposite)*

All those streamers of paper in the photograph opposite promise many a phenomenon for the future. Paper, science predicts, will make cargo planes and fire-hose; containers and barrels and curtains and clothes that you can throw away when they become soiled. The girl in this photograph isn't wearing paper yet—she wears a Rose Barrack suit of Aralac (made partly of milk), a Celanese rayon sharkskin blouse, white cap. Costume; Bergdorf Goodman

PHOTOGRAPH BY RAWLINGS

HORST

SHOE-STRING SILHOUETTE

ABOUT as narrow as a shoe-string—these new coat-dresses. Still, they're not as narrow as the dresses we wore—and loved—back in the peaceful days of 1925 when there was no war, and no shortage of fabric.

No law compels us to wear clothes as narrow as these. L-85 allows much more generous measurements. Of our own free will, we're wearing them. Voluntarily, a group of American designers have pledged themselves to use less fabric than L-85 allows—in order to save every yard. For the more fabric saved today—the less chance of shoe-string rations tomorrow.

The British, who have felt the pinch of fabric shortages longer than we, practically live in slim coat-dresses. They call them austerity fashions, but if this is austerity, let's have more of it.

LEFT: The new coat-dress of grey wool jersey, simple, straight, sparing of fabric, perfect for busy days. Original by Molyneux. Grey hat. Fox muff. All; Bergdorf Goodman.

OPPOSITE PAGE: Two of the new narrow coat-type evening dresses—straight as shoe-strings, short of sleeve, very sparing of fabric. One is of yellow, the other of black silk crêpe. Molyneux designs; Henri Bendel

Short Sleeves . . .

SAVE fabric. Save every possible yard. Use less than the law allows. That's the voluntary new program of American designers. That's the far-sighted program that will enable America to be well-dressed for the duration. One saving measure is cap sleeves. Cap sleeves often take a yard less fabric than long ones. All these dresses have them—sleeves that instead of being set in are mere shoulder extensions. And—aren't they pretty?

• Above, left: Cap sleeves save nearly a yard on this black-and-pink rayon shantung dress by B. H. Wragge. $25. Bonwit Teller; Vandervoort's.

• Above, right: Curt-sleeved, late-day dress by Claire McCardell—1¾ yards of brown rayon jersey. $16. Lord and Taylor; J. W. Robinson.

• Left: Short—the sleeves and skirt of this black dinner-dress of flat rayon faille. Rose Barrack dress; $40. Martha Weathered; Milgrim.

• Opposite: Cap sleeves on a green-and-black printed Capri dress; $30. At Henri Bendel Young-Timers; B. Forman. Paul Flato jewels. →

Saving Measure

HORST

Signs of Spring

One-piece dresses that look two-piece.

Left: Black-and-white checked Enka rayon crêpe skirt; frilly rayon faille top

Right: Black skirt, taffy top for this rayon crêpe dress. India print scarf, hat

All: Lord and Taylor; L.S. Ayres; Thalhimers

A Head-start on Spring.
See 20 new hats in Vogue's next issue—February 15.

RRBouché

Two-piece dresses that look like suits.
Left: Trim jacket, trouser-tailored skirt, of grey wool. White dickey.
Right: Suit-dress of navy-blue wool, check-bordered.
Both: Maurice Rentner designs. Bonwit Teller; Harzfeld's; I. Magnin

PEOPLE ARE TALKING ABOUT...

People Are Talking About... The moral issues of expediency... The Americans in Tunisia, India, the South Pacific... The new projects for peace when it comes, and the arguments over what is to become of Germany, partition versus re-education... Bella Fromm's book, *Blood and Banquets,* a gossipy memorandum on the public and private lives and activities of the Nazis and some of their early actions, which pointed, like a rude finger, to war; all done quite simply by a pretty woman with a mind like a charming razor... The booby-hatch song, played by Tommy Dorsey, "You Can't Put Stuff on the Cuff"...

People Are Talking About... "The Doughgirls," a door-slamming farce about three girls (the kind who were known in gentler days as gold diggers) and their happy hunting-ground in Washington—it's slight, and funny, and full of George Kaufman gags... The incredible number of true heroes in our Forces... The way our pilots in England tuck their dogs, against regulations, into their jackets, the dogs sleeping sweetly on their masters' stomachs during sweeps over France and Germany... The enormous improvement in our short-wave propaganda, which has so impressed German listeners that Goebbels has been forced to answer us on the German air... And Dorothy Thompson's book, *Listen, Hans!,* with a foreword that is a master diagram of the German mind, written not only brilliantly, but realistically and sympathetically...

People Are Talking About... Babies... The popularity of cribbage at the camps... Lightfoot Solomon Michaux, who has conducted for years a Negro prayer meeting, reverently swinging spirituals, at 7:30 Sunday nights over WHN... The revival of needle-point... Artur Rodzinski, the Polish conductor, who is the new head of the New York Philharmonic Orchestra—a conductor famous for his superb program-making, his rehearsal tempers... The seriousness of England's reading these days when the best-sellers are Sir William Beveridge's *Plan* and Edward Carr's *Conditions of Peace*... The new Cole Porter musical, "Something for the Boys," which is a little rough, pretty funny, and has a score that unreels like a merry-go-round...

People Are Talking About... *Suds in Your Eye,* the new novel, foolish and endearing as a puppy dog, all about three old women who have an honest bawdiness and are devoted, in their own way, to pleasure and beer—Mary Lasswell wrote it with precise characterizations and a plot that seems almost too deliberately corny... Ivan Le Lorraine Albright's exquisite painting of a door with a bunch of funeral flowers, "That Which I Should Have Done, I Did Not Do," which was both the enigma and the sensation of the Metropolitan Museum's show, "Artists for Victory"... "Jane Eyre," with Orson Welles as Mr. Rochester, acting with his own personal inner violence, his inveterate romanticism... North Africa, West Africa, Equatorial Africa...

POSTER COLOURS (opposite) ⟶

"Twenty-one republics, one destiny"...this was the theme of the spectacular poster show photographed opposite. Viewing this United Hemisphere exhibition at the Museum of Modern Art are two girls, wearing poster-colour coats. First: shocking-pink wool coat with set-in belt. Second: a polo-coat of emerald-green wool fleece. Lord and Taylor; Marshall Field; Rich's, Atlanta

PHOTOGRAPH BY RAWLINGS

AMERICAS
CONTRA LA
AGRESION

I REMEMBER THAT...

IT WAS ACIDLY UGLY, BUT WITH AN ENGAGING CHARM

By Ruby Ross Wood

THE Metropolitan Museum recently offered an exhibition of water-colours of typical interiors of that fin-de-siècle period from 1880 to 1910, known to us as the Awful 'Eighties, the Gay 'Nineties, and the Turn of the Century. The show was called: I Remember That. These interiors were shown as a record of the time, not as art. It was the ignored, tail-end of the Victorian period, so close to us that we scorned and ignored it. But it had its points. It was the pleasantest of all periods to live in, the ugliest to look at. The hundred years from 1810 to 1910 were (Continued on page 98)

Florid candelabra, towering from the newel-post of the mahogany staircase, a pair of fan-backed yellow sofas, an onyx-and-gilt table capped with a bulging, ungainly vase, in an entrance-hall of 1870-1905. The rug and wall-paper clash unconcernedly, and in corners stand the period's beloved, ubiquitous potted palms

Characteristic of a conservatory-loving period—a drawing-room window blossoming brightly with a flower-stand. Delightful byplay—the brass lighting fixtures, tipped with white glass flowers. The tasseled chairs and mathematically-draped curtains mark the period—about 1890-1900

A goldfish bowl sprouting from a flower-stand, in a grimly green-papered bedroom. Beneath the chandelier—a large, superfluous lamp. On the black walnut bed is a lace cover with two pink satin bows perching on the pillow, pink is repeated in the flowered pitcher on the washstand

A portrait of Queen Victoria presides primly over a parlour of 1880. Golden draperies mass over stiff lace curtains, focus on the proud pier-glass. One charming feature of the room is the little round red-draped table in the centre

Gorged with food—the décor of a late Victorian dining-room—pineapples bloom on the carpet, grapes droop on the wall-paper, and on the walls are a stuffed fish and a still life of fruits. The golden oak sideboard is typical of Eastlake. Cooper Union's picture collection furnished documents for the painting

Demure ballet-skirt shades on the lamps in a fin-de-siècle bedroom. Departures from the prevailing blue-pink-and-rose, the tabourets from India, Persian rug, peacock feather fan negligently thrown beside the chaise-longue

Stained-glass windows, mahogany panels on the bathtub and marble-topped washstand are Gothic glorifications in a composite bathroom of the 1870-1900 era. Further extravagances—the painted ceiling, and crowded wall-paper. On the floor is a matter-of-fact tiling—inexplicably modern note amid the gingerbread décor

The water-colours on these pages were painted by Perkins Harnly, assisted by Nicholas Zupa, for the Index of American Design which was compiled by the New York City Art Project of the Work Projects Administration

How to buy what you can buy

MANY a conscientious woman is in a quandary, this spring. "Would it be better if I didn't buy *Anything?*" she asks. "Or should I go on buying as usual?" "What should I buy—and when?" "How much should I pay for what?" "What should I do—or not do—without?"

What one woman buys—or doesn't buy—may seem relatively unimportant. But there are sixty-four million women in America, and in spite of the epic number in defense work, there are still upward of thirty million who have the rôle of purchasing agent for their families and themselves. What those thirty million buy is of vital importance to the war effort. And to their many conscientious questions—Vogue here gives answers that have been worked out with official help from Washington.

QUESTION: *Should I stop buying entirely; stick to last year's clothes, not replenish worn-out household furnishings, because my purchases might take something the Armed Forces need?*

ANSWER: The Government neither asks, nor wants, you to stop buying entirely. The Government will take—before the shops or you have a chance to—everything it requires for the Services. If you can find what you want and need in the shops, you need not feel that by its purchase you are depriving any soldier or sailor, marine or airman, of his essentials. The Government saw to it that he got his first!

QUESTION: *Does the normal purchase of unrationed articles place a strain on the national resources?*

ANSWER: No; the needed materials are being rationed. The buying of unrationed things (in normal quantities for everyday needs, not for the future) helps to keep business functioning. No one expects or wishes to have business "as usual," but keeping business alive keeps payrolls paying, sends taxes to Washington, buys War Bonds, feeds the engine of the great machine of national economy, and that is all to the good.

QUESTION: *How much shall I buy?*

ANSWER: No one can tell you how much to buy. Ten per cent. (or more) of your income should go to War Bonds. Your income taxes and your contributions to the hungry and suffering of the world are your next considerations. These will make you halt before you spend a foolish penny. Will bring again into the national spending vocabulary the good words "Thrifty buying." For as always, thrift means: wise spending—not hysterical hoarding, not miserly purse-buttoning, but an informed consideration of all the elements before a single article is bought. (Continued on page 124)

Buy War Bonds first
Pay taxes cheerfully
Don't traffic in rumours
Think twice—buy once
Buy only what you need
Carry away what you buy
Take care of what you buy
Wear out what you buy
Use up what you buy
Stocking up is sabotage
Hitler loves a hoarder
Goebbels loves a griper
Only a Quisling is chiseling
Black market—black plague
Respect the ration system
Ration fights inflation
Panic-buying never pays
Loose-buying always loses
Waste not—want not
Walk—work—win
And buy more War Bonds

← Opposite page

The décor opposite is decidedly of the future. The girl—definitely of the present. She wears a neat skull-cap, a new high-waisted skirt of Botany wool flannel, a simple black blouse with a cocoa scarf. Costume from Altman; Thalhimers; Vandervoort. Frances Denney "Allegiance Red" lipstick

PHOTOGRAPH BY HORST

New Lows in Neck-lines

HORST

Low round necks. Low square necks. Low oval necks. Low necks leaving one shoulder bare. But *low*. Very. Because that's often the only difference between a short dinner-dress and just any short dress. See?

• First: Low neck-line with black net ruching. Nettie Rosenstein short dinner-dress of Enka rayon crêpe; Bonwit Teller; I. Magnin.

• Second: High flattery—the low, oval neck-line of this short dinner-and-later dress. Of black silk crêpe. Altman; Marshall Field.

• Third: Low-necked dress and jacket of red silk and rayon taffeta, threaded with bronze. Hattie Carnegie; I. Magnin.

← • **Opposite:** The day-length evening dress is back—from 1925. A Traina-Norell dress of silk shantung. Bonwit Teller; I. Magnin

"I'll carry mine"

Suits under $20 for you who are under twenty years

In Gjon Mili's motion photograph, two girls carrying parcels in the new Victory Shoulder Sacks...and wearing new, young short-jacket suits.

• This page: Cocoa-and-white jacket, cocoa skirt of rayon. Felt beret.
• Opposite: Beige-and-white checked suit of spun rayon. Piqué cloche.
• All (sacks, too); Lord and Taylor.

Shops in other cities—page 104

RUSSET CALFSKIN MOCCASIN; HENRI BENDEL

JOFFÉ

To keep the Nation on its feet, buy only the shoes you need

BLACK SUÈDE PUMP; HENRI BENDEL

ARMY-TAN CALFSKIN OXFORD; FLORSHEIM

Down to Earth

War is hard on shoe leather. Marching soldiers wear out a pair of shoes in four to six weeks. Armament workers often require special high-top shoes for hazardous jobs. The pavement-pounding of air-raid wardens, the doubled walking of motor-less civilians, our Lend-Lease commitments to the Allied Forces—all put an unprecedented strain on the supply of shoe leather.

If it would help to win the war—most of us civilians would go barefoot. But there's no need for that. There are enough shoes for everybody—if we keep our requirements within reason, if we stamp out all treasonable hoarding, and if we buy and care for our shoes wisely and well.

To date, the Government has seen no necessity for shoe rationing, but certain restrictions have been placed on tanning and the manufacture of shoes. In order to conserve leather, the W.P.B.—in Limitation Order M-217—has ordered that certain elaborations be cut out, unnecessary colours eliminated, that shoe designs be more simple and down to earth.

And in order to ensure sufficient shoes to meet our requirements, to ward off rationing as long as possible, leaders of the shoe industry have voluntarily proposed to the Government further restrictions, offered further simplifications.

Of the many fine points of Limitation Order M-217, only two are of broad concern to the consumer. One relates to colour; the other to design.

Only six colours in shoes are now permitted: black, navy-blue, white, and three shades of brown. (That ought to scotch the rumour that there will be no more brown shoes.) Two-colour combinations are no longer allowed, except on those shoes having rope, plastic, or otherwise non-priority soles, and then only two of the six basic colours are permissible.

Washington also wants simpler shoes. And that's exactly what women want, too. Under M-217, no new designs are being made, and only those in existence on October 31, 1942, are allowable. As a result, you'll see fewer fads and foibles in the (Continued on page 104)

BLACK SUÈDE DELMAN SANDAL; BERGDORF GOODMAN

BLACK SUÈDE BABY PUMP; SAKS-FIFTH AVENUE

BLACK SUÈDE STEP-IN; I. MILLER

BLUE CALF ARNOLD AUTHENTIC OXFORD; BEST

BROWN CALF SANDLER SHOE; I. MILLER, N. Y.

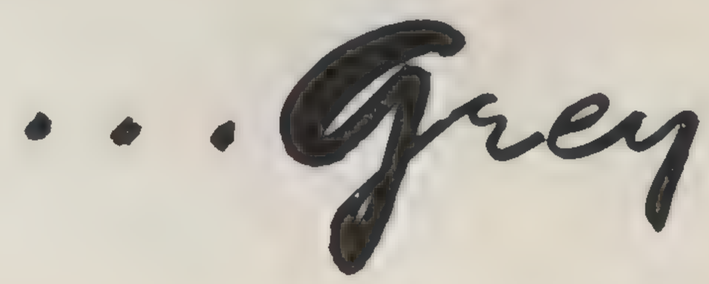
They meet your demands, they meet Washington's demands—these straight, fabric-saving overcoats that are sketched here in the bustling Grand Central. First: Coat in the new "Nude" shade of Stroock's wool fleece—a shade that uses no dye whatsoever. A Rothmoor coat. Striped wool shirt and skull-cap. Second: Superb greatcoat of navy blue wool. Bergdorf Goodman; I. Magnin

Coats to Meet

Any Schedule

Bright coat that you can count on for non-stop service—daily and Sunday. First: Red wool coat, called a Patrol coat, with the kind of slit pockets that keep the seamen's hands warm. $70. Jay-Thorpe; Carson Pirie Scott.
Second: Yellow wool coat that leads a Useful Life, but not a dull one. Four real pockets, two false. Kraus Original; $70. Bonwit Teller; Carson Pirie Scott

PALE GREY FIRED WITH COLOUR: For a spring of dwindling taxis, doubled walking: grey costumes teamed with fresh-as-paint colours. FIRST: Yellow wool jersey blouse, grey flannel suit. Hattie Carnegie; Harzfeld's; I. Magnin. SECOND: Cocoa gilet, grey wool jersey dress. A Nettie Rosenstein design; Bonwit Teller; I. Magnin



Matter

DARK GREY SPARKED WITH WHITE: Two more suits, both grey, each with white touches—crisp essence of that tidy look. FIRST: Rayon and wool jersey suit-dress with striped jacket, plain skirt, starched linen collar and cuffs. Henri Bendel. SECOND: Pin-stripe wool jersey suit, white blouse. Omar Kiam design. Jay-Thorpe

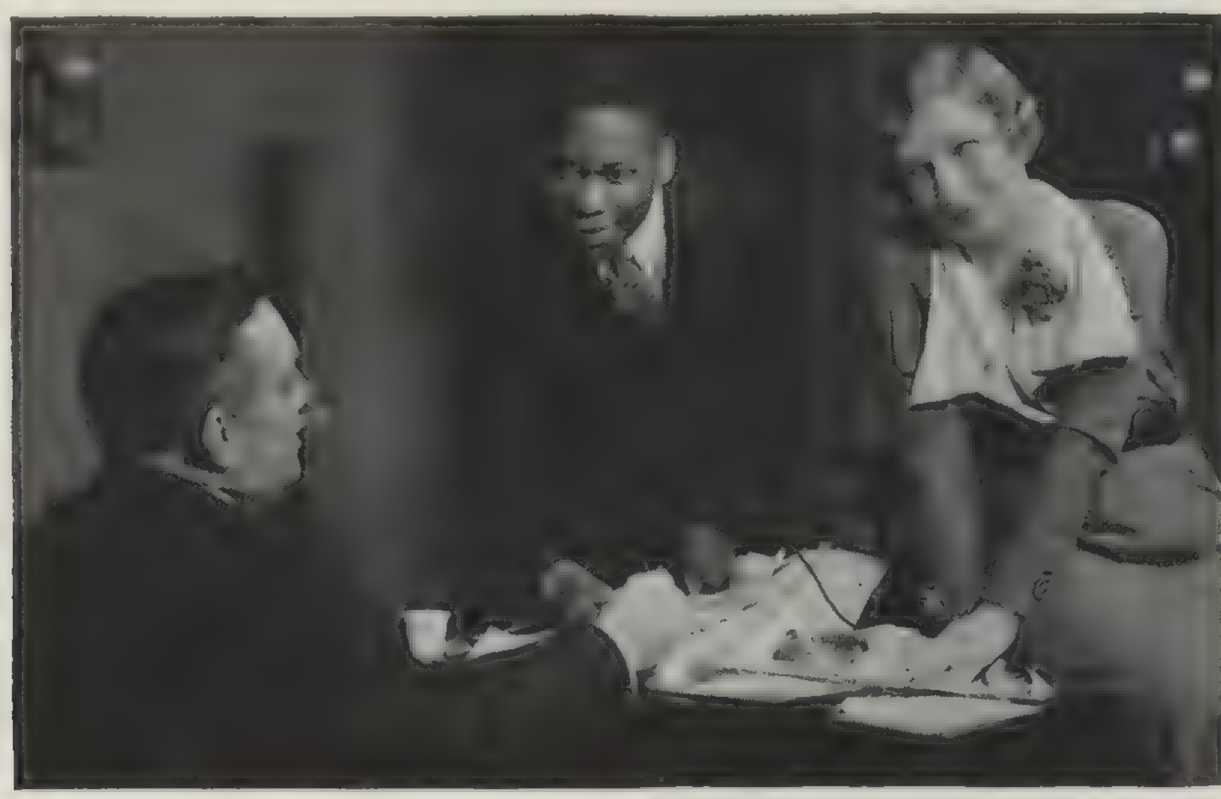
MAXWELL ANDERSON

Record-Maker

In his nineteen plays he traced America's reactions, from war to war

1924: *"What Price Glory"* reduced World War I. to its lowest terms—profane and petty. With Laurence Stallings, Anderson wrote the year's most popular play, in which Captain Flagg (Louis Wolheim) and Sergeant Quirt (William Boyd) fought murderously for a bit of French fluff

1930: *"Elizabeth the Queen"* dodged away from the Depression, hid in verse and history. Elizabeth (Fontanne) loved and killed her Essex (Lunt)



1933: *"Both Your Houses"*—a satiric plague on Congress—won the Pulitzer Prize. Confused by high jinks and low practices, a Nevada statesman found the cynical spirit embodied in his colleague, Solomon Fitzmaurice (Walter Kelly), who believed Dishonesty is the best Politics

1933: *"Mary of Scotland,"* in the depths of the Depression, detailed a royal crash. Anderson whitewashed Mary; Helen Hayes gave her grandeur

FOUR PHOTOGRAPHS FROM THE CULVER SERVICE

1925: *"Outside Looking In"* examined hobos, with eyes alternately clear and misty. Charles Bickford did nobly as a bum

1927: *"Saturday's Children"*—girl (Ruth Gordon) trapped boy (Roger Pryor); love's young dream became a nightmare of bills and bickerings

1928: *"Gods of the Lightning"* was born—screaming with rage—of the Sacco-Vanzetti trial. Two anarchists (Charles Bickford, Horace Braham) were legally killed for their convictions, not their crimes

VANDAMM

1932: *"Night Over Taos"* retreated into the past, with a stately pace and not much of a following. In 1847, Taos was an island of Spanish feudalism in New Mexico; Pablo Montoya and his sons (Franchot Tone, Walter Coy) tried to resist the flood tide of Democracy

1934: *"Valley Forge"* took a well-documented dig at Congress; continued with poetic history; showed Washington (Philip Merivale) as a hero harassed by his own Government; bludgeoned modern complacency—"This liberty will look easy, when nobody dies to get it"

MAXWELL ANDERSON is like a radio antenna, which is somewhere defined as "a sensitive receiver of atmospheric impulses and the sender of same." He has recorded in the theatre the private effects of the great public facts of America in the past twenty years.

Starting out first as a schoolteacher, Anderson drifted into journalism, finally into playwrighting. His first hit, "What Price Glory," was written in collaboration with Laurence Stallings in 1924. The public facts were the beginning of the great boom; the private thinking, like the play, was hard-boiled, bitter, and profane.

Maxwell Anderson has had more plays on Broadway than any other American playwright. And he is the only American playwright who has consistently written of politics. As far back as 1928, in "Gods of the Lightning," and again in 1933, in "Both Your Houses," later in "Valley Forge," "Winterset," and "Knickerbocker Holiday," he has howled out (in prose, blank verse, and once with music) his rage against political flim-flam, bribery, and injustice.

In the gloom of the Depression, Anderson, recognizing America's longing to forget, gave the theatre some of its purest escapism. He wrote "Elizabeth the Queen," "Mary of Scotland," "The Masque of Kings"—historical romances filled with intrigue and court scandal. But the Spanish War turned Anderson back to realism tinged with disillusion. In "Key Largo," his hero sacrifices his convictions to save his skin, only later to rediscover his ideals and die for them.

The circle was swinging 'round. In 1941, Anderson in his "Candle in the Wind" told of German tyranny. And in 1942, combining war and faith, he wrote "The Eve of St. Mark." It is the story of war fought by Americans in the full knowledge of the world they have—the world they want to keep.

More Maxwell Anderson →

Maxwell Anderson

(continued)

His plays are the record of American escapism, disillusion, and idealism . . . over a twenty-year span

1935: *"Winterset"* made poetry from city streets, showed a girl (Margo), the boy who loved her (Burgess Meredith), and their fight to clear the name of his father, unjustly executed. A mature version of "Gods of the Lightning," "Winterset" received the Critics' Prize

1936: *"High Tor"* was as fresh, as far-fetched, as authoritative as mythology. A sensitive youth (Burgess Meredith) escaped from the present, found an enchanting Dutch ghost (Peggy Ashcroft), poetry, fantasy, farce—and the Critics' Prize—high on a Hudson palisade

1937: *"The Star-Wagon"* drew plans for escape mechanism, discovered it didn't work. A middle-aged gentleman (Burgess Meredith) invented a time-machine, sent himself back into his salad days. Despite the dewy charms of 1904, he was glad to escape from escape

1939: *"Key Largo"* plumbed the depths of disillusion—and came up, for the first time. On the Loyalist front in Spain, King McCloud (Paul Muni) lost his faith in a lost cause, and saved his skin. On a Florida key, he found new faith in life—and promptly got killed for it

1940: *"Journey to Jerusalem"* lighted a shadowy way with imagination: Christ's boyhood trip to the Temple. Sidney Lumet played the boy

1936: *"The Masque of Kings"* rekindled sure-fire escapist matter—the death at Mayerling of Prince Rudolph of Austria-Hungary and Mme. Vetsera. Dudley Digges played Franz Joseph, Henry Hull and Margo played the lovers, spoke verse which stumbled and soared

1936: *"The Wingless Victory"* followed a too predictable path, hedged in by iambic pentameter. A Salem sea-captain (Walter Abel) brought home his bride, a Malay princess (Katharine Cornell). His family killed her with unkindness—in a spiritual pogrom

1938: *"Knickerbocker Holiday"* was rollicking song and dance. Peter Stuyvesant (Walter Huston) showed Early American styles in dictators

1941: *"Candle in the Wind"* flickered feebly with hope that all men are human—even Nazis. Helen Hayes made war on the Germans

1942: *"The Eve of St. Mark"* fixes a new price on war, sees the glory of World War II. in its men—tough, sensitive, profane—superhumanly strong. Private Quizz West (William Prince) goes from mediocrity to heroism, as he travels from his New York State village to Bataan

BALKIN

SHE'S AIMING HIGH

This student at air-minded Stephens College spends hours at a windy airport, chalking up flying time, aiming to ferry bombers with the Women's Auxiliary Ferrying Squadron. Her instructor is from the Civil Aeronautics Authority, which cooperates with the College's sweeping, complete aviation program

EDUCATION... AIR-MINDED

Stephens College helps supply woman-power for the Air Force

By John Kobler

ONE of America's most promising pools of wartime man-power is a junior college which started out in 1833 as a "female academy" specializing in the harpsichord, tatting, and decorum. The curriculum of Stephens College in Columbia, Missouri, includes the most intensive air-job training ever given to women. Five hundred Susies, as Stephens students call themselves, or nearly one-third of the total enrolment, take this course, with the happy result that labour-starved airlines are wooing them in the bud with the ardour of first love.

Stephens girls are wanted right now for three thousand paying jobs, from ground administration to communications, from building bombers to ferrying them with the WAFS. Within a year, the first batch of nearly three hundred will graduate straight into men's jobs, able to handle them as smoothly as they can scan iambic pentameter or extract a square root.

Stephens College is in the foothills of the Ozarks, a region embracing some of the world's richest farmland. Its thirty red-brick, Georgian-style buildings fan out from little Columbia's neat, paper-smooth Main Street, covering, in all, two hundred and twenty-five acres. A round, glassy-surfaced lake occupies eleven of these acres.

The College has frequently been described as a glamour factory, a "spousetrap," as one critic jeered. The notion stems from its emphasis on the feminine arts—grooming, marketing, marital relations. President James Madison Wood, who revitalized Stephens thirty years ago, believes that cosmetics are at least as important to women as Latin verbs, and marriage more important than either. "Our curriculum," he says, "is dedicated to teaching women how to be successful women rather than imitation men." But Stephens, a junior college, has neither the dewy glamour of Smith nor the high intellectual fervour of Bennington. Though expensively equipped with stables, theatres, its own (Continued on page 106)

A former voice teacher and amateur pilot, who now gives all his time to aviation, dissects a model plane

This class duplicates the operations office and travel bureau of an airline in a classroom equipped with ticket racks, loud-speakers, and flight schedules

Training for serious work in communications, a radio class transcribes messages in Morse Code

PHOTOGRAPH BY TONI FRISSELL...COURTESY OF THE AMERICAN RED CROSS

[EDITOR'S NOTE: *Evelyn Hitt is not sitting in any glass house as she throws her indignant stones at lax ladies of leisure. Besides running her house and taking care of her young daughter, she is a member of Vogue's staff, and still finds time —at night—to be a Nurse's Aide at the New York Hospital. More proof that it is the busiest women who are doing the most war work is that twenty-six other members of Vogue's staff are now active Nurse's Aides.*]

IF you are aged between eighteen and fifty and needn't do your own housework, this letter is for you. Last spring, six months after Pearl Harbor, six months after most young, able-bodied American males were either in the Armed Forces, in defense work, or ready to be called to arms, the Red Cross sent out an urgent request for 100,000 Nurse's Aides. Today—thirteen months later, 60,000 women, only sixty percent., have responded. In spite of this desperate cry for women to help out a fast-diminishing nursing staff in the hospitals, all but 60,000 of America's 64,000,000 women ignore this—the most important volunteer work a woman can do.

Why do you ignore the call? Is it because you don't care? Or, is it because you just haven't heard that there is a war on? Haven't heard that one million men are already overseas? That the death lists grow? That nurses and doctors, gone to the Armed Forces, have left our hospitals dangerously understaffed? That hospitals are closing and civilians suffering because there aren't enough nurses? But you have heard all of this. Why then—why—aren't you a Nurse's Aide?

The women who now are Nurse's Aides are doing an indispensable job and have won the respect of all the hospitals. But their number is small. On the whole, the well-to-do unemployed wife's record of helping in this war has the definite odour of the slacker.

IN New York City, the Mayor, with the aid of radio, magazines, and newspapers, inaugurated a campaign to enroll 10,000 women to be Nurse's Aides. He asked for just 10,000 women out of the hundreds of thousands of well-cared-for citizenry, who have no responsibilities beyond telling their maids how many guests there will be for dinner. What happened? Did they rally to the Red Cross, glad to be really useful in this war? They did not. Exactly 4,142 women are aiding nurses in the New York hospitals, and over 2,000 of these are not women of leisure. They are working women, women with full-time jobs all day, who are working in the hospitals at night. (In the month of November when our men

were dying in the jungles of Guadalcanal, drowning at sea, fighting in Africa, there were fifteen night classes for Nurse's Aides filled with working women. Of the twelve classes planned for women of leisure, two had to be cancelled for lack of entrants!) The women in Canada, all volunteers, give five full days a week. Here, you are asked for only one day a week.

Why is this? Why aren't you a Nurse's Aide? Can it be that you still don't realize the need? Or can it be you have neither the guts nor the heart? I have asked dozens of women of leisure why they, or their friends, aren't helping the hospitals in this ominous crisis. I try here to answer their reasons. Are they also your reasons?

"I'm doing other defense work."

What? Sitting a couple of hours a week in an air-warden's office? Tough going, lady...while in a near-by hospital a little girl may be choking, coming out of ether, because the floor nurse is assisting in the operating room and there is no Nurse's Aide to hold her head.

Dancing with officers all night, my dear, until you and your feet are simply exhausted?... While in New York's best hospital, patients start getting evening care at three P. M. because, otherwise, the nurses would not get through.

SURELY, we need defense air-raid wardens, airplane spotters, auxiliary firemen, ambulance drivers, and War Bond sellers, but the older men can do it, and the older women, and we don't need any of them as much as we need Nurse's Aides, to preserve the health of the community. In England today, no volunteer nurse is let off to be a WAAC or WREN. The Government considers her nursing job too essential.

"But my children. I must save my time, my interests, my energies, for them. Let the unmarried, childless, and older women be Nurse's Aides."

I know the answer to that one, too. The children leave for school at eight-thirty in the morning and get home between three and five...so you have no time to help out in the crisis, only time to spend all day shopping and playing bridge.

And what about your so-called maternal instinct? Where is this great, generous heart that ladies are supposed to have... this concern for others, this unselfishness? What better outlet for mother's instinct than helping to care for the helpless when they need you so?

"I'd never pass the eighty-hour course."

What do you know about the course? Have you read the notebook of anyone who has taken it? If you had, you wouldn't say this. All one does is take notes at lectures every morning for three weeks, five days a week, learning simple things, such as how to bathe a patient, take temperatures, measure fluids, clean simple instruments, and enough information about symptoms to know when to call the trained nurse. For the following three weeks you work forty-five hours on the wards in the hospital to get practical experience. That's all. Then you are a full-fledged Nurse's Aide. IT IS NOT NEARLY AS DIFFICULT AS A FIRST-AID COURSE, which has already been passed by 100,000 women in the United States.

"I'll bring home germs."...

Well, first your common sense should have told you that none of the intelligent, responsible women who are Nurse's Aides would be, if there were danger of taking home germs. Anyway, Nurse's Aides are never put in contagious wards. Instead, a Nurse's Aide learns how to avoid germs—you'd be surprised to see how much you do now every day that *is* dangerous.

"I'm never through my housekeeping."

Well, which is more important—that you spend hours shopping for a piece of chintz, and talking about food to your maid, or the fact that, for example, the Post-Graduate Hospital in New York would have closed a wing if enough Aides had not been found to help out? (Anyway, working women laugh up their sleeves at you harried little housewives who spend all day marketing and counting your linen, because most working women have better-run houses than you do. They know how to organize, because they have to.)

"I'm just no good at doing that sort of thing."

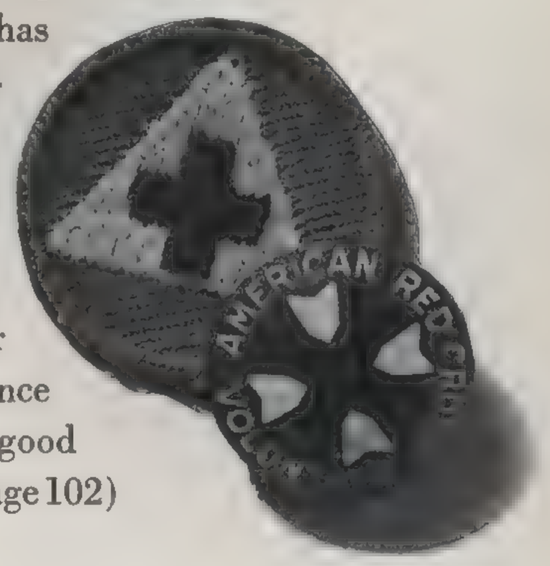
What sort of thing? Do you even take the trouble to inquire about what Nurse's Aides do? They make neat beds. Can't you make a bed—or learn to make a bed? They give bed-baths. Can't you bathe a weak person, or learn how to? They take temperatures and pulses. Can't you read a thermometer or count a beat? Can't you check a patient's belongings when he is admitted? Can't you wash instruments in soap and water? You mean that is too difficult? Well, if these things are too difficult, how do you manage to run a house; how do you manage the care of your children?

"It's disgusting, I am too squeamish, I hate dirt and unpleasant sights."

Who doesn't? That doesn't make you unique. One woman said: "When I started at the hospital, I was afraid of being squeamish. But now, it has given me a wonderful sense of security. I know now that I could handle, and see, anything, without being in the least upset. In times like these, that's important." Often the most squeamish woman has become the best Nurse's Aide. This is not so odd when you consider that you can't be good at caring for others unless you are sensitive yourself. If you really faint at the sight of blood, you had better be psychoanalyzed. Most women don't faint at the sight of blood or the sight of anything else. They just like to say they do at dinner-parties.

BUT there have been stories circulated about Nurse's Aides having to help in operating rooms and even care for corpses. I, for one, wish that this were true. It might wake up a lot of women to reality if they were forced to see a little realism. But it isn't true. The only Nurse's Aide who attends an operation or is allowed to bathe a corpse is so good at her job and eager to do more that she has been given that privilege at her own request. No average Nurse's Aide is permitted to do anything so responsible.

The Red Cross has strict rules about just what a Nurse's Aide can do and can not do. Every hospital worker is bonded against suits, and the insurance companies don't think Nurse's Aides good risks for certain work. (Continued on page 102)



JOFFÉ

Lingerie lines up with WPB

THE mosquito nets on our Marines' tents in Guadalcanal are made by the machines that once made lace for your lingerie. The chevrons and insignia worn by our Armed Forces are made by the embroidery machines that once decorated your slips and nightgowns. Parachutes, flare cloths, and bomber tires are using the silk and certain types of rayon that once you wore as lingerie.

Few women, perhaps, realize how many of the materials that once so blithely went into lingerie have now gone to war. But what if lingerie isn't going to be as gay and frou-frou as it was before? If it's adequate—it's enough. And it will be adequate. Better than that—it will be pretty, as well. Not all lace and embroidery have disappeared. There are still conservative amounts for midriffs, shoulder-straps, and decorative yokes.

Lingerie does as Americans do—conserves and simplifies. Washington, under Limitation Order L-116, has curbed the yardage. But lingerie loses no charm by being pertinently simple. What would the busy war worker want (Continued on page 126)

Slim-fitting nightgowns as per W.P.B. regulations—of Bur-Mil rayon crêpe.

• Far left: Embroidered pink "Rhythm Romancer Gown," by Patricia.

• Centre: All-white gown with bands of linen lace and faggoting by Radelle.

• This page: Yellow appliqué daisies on a white gown; designed by Zenie

Scotch that Rumour

TRUTH Gloves are going to the Armed Forces in great quantities, but civilians won't have to go bare-handed—not if they buy only what they need; don't hoard.

RUMOUR: *All the fine glove leathers are going to make aviators' helmets for Army and Navy aviators.*

TRUTH: Some are. But the supply of top-quality glove suèdes, glacé or doeskin finishes has only slightly diminished. This spring, you should have no trouble finding the superb, supple, washable gloves you love. And if you treat yours with the respect they deserve, they'll last a long time.

RUMOUR: *Bright-coloured gloves are prohibited.*

TRUTH: So far, the Government has placed no restrictions on coloured gloves. Not only will you find beige, blue, black, brown, white—but pinks and sea-greens, as well as shock colours, such as magenta, citron, turquoise.

RUMOUR: *All new white gloves will have a dirty grey cast, because of fewer bleaching chemicals.*

TRUTH: Although bleaching agents are getting scarce, pure white leather gloves are still available.

RUMOUR: *As war goes on, we may all have to wear fabric gloves...and they're never as smart as leather.*

TRUTH: Some of the very smart gloves of the year have been done in fabric, not because of shortages, but because fabrics were the one right and perfect medium for the designers' ideas.

RUMOUR: *Hand-sewn gloves are out for the duration.*

TRUTH: There will be a shortage of them. Hand-sewing is done in Puerto Rico. Because of lack of shipping space and U-boat sniping, only a few gloves get down and back safely.

RUMOUR: *The Army has requisitioned all pigskin.*

TRUTH: About 75% of the pigskin suitable for gloves go to the Armed Forces, but that leaves 25% for civilians. Manufacturers, by carefully timing deliveries, hope to supply a steady, though curtailed, flow of pigskin gloves.

TRUTH Though the industry, pinched by priorities and labor shortages, is operating under a great many handicaps, jewellery has not been frozen as yet.

RUMOUR: *Costume jewellery is a casualty of war, due to the freezing of white metal.*

TRUTH: White metal was frozen on October 1, but there are still other materials for making jewellery: for example, plastics, which were not frozen at press-time, or iron. (One famous "precious" jeweller is working with iron right now.) Other experiments are under way to discover acceptable substitute metals. And some very beautiful costume jewellery is now being made of silver.

RUMOUR: *But isn't the use of sterling silver prohibited?*

TRUTH: It is still perfectly legal for a manufacturer to make sterling silver jewellery—if he can get the silver.

RUMOUR: *Hasn't Washington frozen copper, and how can you make sterling silver without adding 7.5 per cent. of copper to 92.5 per cent. of silver—to harden it?*

TRUTH: This is correct. But there is a reasonable supply of sterling silver still in the hands of jewellery makers.

RUMOUR: *Silver is ruinously expensive.*

TRUTH: It does cost more than base metals. There is an embargo on cheap foreign silver, and the domestic price has soared. Still, a silver ornament lasts longer than one of baser metal and is worth the difference.

RUMOUR: *Sparkling costume jewellery is doomed, because all the best stones came from Czechoslovakia.*

TRUTH: A goodly supply of these stones, adequate for this season's needs, still remains in the hands of American manufacturers. Even when they are exhausted, decorative jewellery can be made with jet, sequins, beads, shells, pearlized seeds, and passementerie.

RUMOUR: *Cultured pearls were a Japanese monopoly, and we won't ever get any more.* (Continued on page 115)

— Here's the Truth

Rumour — Cows won't give bags

Truth Only three per cent. of the cow, calf (baby cow), and kip (medium-sized cow) tanned are used for hand-bags. The amount is so small—weighed against the usefulness of bags—that there are still hopes it needn't be withdrawn.

RUMOUR: *Nothing is comparable to calfskin for bags.*

TRUTH: That's just a myth. What's the matter with morocco, pin seal, goatskin, cowhide, pigskin? We still have these, and there is even some crocodile left. And this year, you'll see exciting bags made of fabrics: wool, faille, corded material, cottons, rayons, tie silk.

RUMOUR: *Big bags have been banned by the WPB.*

TRUTH: To date, the Government has made no such decree, but manufacturers voluntarily are making smaller bags in order to make more bags of the leather on hand.

RUMOUR: *Shoulder-strap bags are outlawed.*

TRUTH: No, they aren't, so far. They have a very functional purpose, when hands are busy. But have a shoulder-strap only when you need it—not just for fun.

RUMOUR: *No more metal frames and closings.*

TRUTH: There is still a fair stock of metal frames and fastenings made before priorities. And there are some plastic frames left. But many new bags will be soft, squashy, made with metal-less or drawstring closings—and chances are you'll fall in love with them.

RUMOUR: *Bright-coloured bags are out for the duration.*

TRUTH: The Government has made no restrictions about bag colours to date. There will be fewer—but some—red, green, blue, rust bags—as well as brown, black, white.

RUMOUR: *Nice fittings and linings are on the spot.*

TRUTH: Don't believe it. Designers are thinking up all kinds of attractive fittings that don't use priority materials. For instance, your new change-purse is apt to be a tiny drawstring bag—using neither metal nor leather.

Rumour — Stockings will be ugly

Truth Manufacturers are employing all the skill gained in years of working with silk and nylon to turn out good stockings in other materials, and they're doing a marvellous job.

RUMOUR: *All rayon stockings bag.*

TRUTH: Rayon stockings only bag if they aren't washed after each wearing. There is not as much recoverability in rayon as in silk or nylon. Washing restores it.

RUMOUR: *Rayon stockings won't fit tall, fat, or thin girls.*

TRUTH: Rayon stockings, carefully chosen, will fit all types of legs, as they are now being made in proportioned lengths and sizes. It is true that they do not fit exactly like silk, nylon, or cotton, and, for this reason, it is wise to have your foot and leg remeasured. If chosen in the right size, rayon, like any other well-made stocking, will fit.

RUMOUR: *All rayons fade when washed.*

TRUTH: Rayon stockings do not fade if given the same gentle care in washing that you give silk or nylon.

RUMOUR: *Rayons feel queer on your legs.*

TRUTH: They do feel different and slipperier because they lack the cling of silk, but, after you've worn them a while, you'll forget the difference.

RUMOUR: *Retail shops have hidden away vast quantities of nylon stockings.*

TRUTH: On October 22, 1942, at the time of the price-ceiling order, there were approximately 160,000 dozen pairs of nylons in manufacturers' hands, which means that if they had all been put on sale the same day, there would have been about one pair of nylons for every four women. This included black, red, light and heavy weights, every type of stocking. Most of these have been sold, so there are very few pairs of nylons left.

RUMOUR: *Manufacturers are still hoarding large stocks of nylon yarn.* (Continued on page 116)

IT'S IN THE BAG!

DON'T travel unless you have to! But if you have to, travel light. Coaches have standing-room-only. Porters are scarce. So you'll be simplifying the travel-problem if you can carry your own bag...bag, *singular!* But one light case can still hold clothes-changes enough for an entire week. Here's a clothes-stretching scheme that you can apply to your wardrobe—whether you'll be travelling this year or not.

BLUE-BOY OVERCOAT. In transit, this girl wears the beloved Chesterfield's spring counterpart...a coat that's slim *and* roomy, with deep arm-holes that won't crowd a suit. Of navy-blue Shetland wool; $25. Saks-Fifth Ave.; Neiman-Marcus.

IN THE BAG—COSTUMES A, B, AND C.
• *A* is a red suit of Hockanum wool...plainly pretty, and very receptive to accessories. It's $35.
• *B* is a two-piece print dress with a bow-neck blouse. Red and blue figures on white rayon crêpe; $30.
• *C* is a two-piece dress of navy-blue wool jersey, buttoned and belted with touches of white; $30.
• Three outfits—Best; L. S. Ayres; I. Magnin. Kislav gloves; Best

COMPOUNDS A+B, B+C, A+B+C... a little practical hocus-pocus gives you a six-way-stretch wardrobe.

BLUE-BOY OVERCOAT

LUIS LEMUS

A
A+B
B
A+B+C
B+C
C

A nice way to get

HORST

into print

IT couldn't be spring without prints. This year look for neat dots, grey-and-white prints, Paisleys and flowers.

Above: Grey-and-white rayon crêpe Onondaga print under yellow wool tweed jacket; by Eisenberg. Dress, $35; jacket, $50. Franklin Simon; Carson Pirie Scott

Above, right: Bright flowers on black rayon crêpe dress under red wool tweed redingote; by Eisenberg. Coat, $70; dress, $40. Franklin Simon; Carson Pirie Scott

Right: Fuchsia, green, and purple Paisley midriff on navy Ducharne wool bolero-like dress. An Omar Kiam design. $80. Lord and Taylor; Carson Pirie Scott

← **Opposite page:** Nothing so neat and precise as the neatness and precision of white polka-dots: on dress, left, $45; on dress, right, $40; both pure silk, Joseph Halpert designs. Altman; Garfinckel's; Jordan Marsh.

Law-abiding Lingerie

LINGERIE has been practising law, lately. Under L-116, it's learning to conserve fabric and limit lace and embroidery that can be converted to wartime uses. Still it manages to be pretty and practical. Witness these law-abiding slips of Bur-Mil rayon crêpe.

1. A little lace—prettily placed on a slip that has strong, nylon-faggoted seams; hand-clipped lace of Alençon type. New Form slip; $3. At Franklin Simon

2. Lingerie for under your lingerie blouse. Net-embroidered lace at the top; a band of it at the hem. It's a Miss Swank slip; $4. Altman; Vandervoort's

3. Decorative—yet not fragile—this slip trimmed with Alençon type of lace. It's a bias-cut Fray Pruf slip with a satin finish; $4. Bonwit Teller, Phila.

4. Tailored slip—basis for a tailored suit. It has a figure-fitting midriff panel; a straight-cut, non-riding skirt. A Corette All Arounder; $2. Gimbel's

5. Soul-of-simplicity—the kind of slip you depend upon—the kind to wear under uniforms or tweeds. It's a slip by Artemis. From Famous-Barr

6. Tailored slip trimmed with Valenciennes type of lace. A Hand Look slip; $3. At Saks-Fifth Avenue

Refreshing Aides to the Day's Occupations

OLD SPICE BATH ACCESSORIES

Make the most of your bath routine to renew your energies for wartime activities. Transform it into an exhilarating interlude by adding the buoyant verve of Old Spice Bath Salts to your tub—by gentle cleansing with Old Spice Soap—by a fillip of refreshing Old Spice Toilet Water—by soothing your skin with a cloud of mist-light Old Spice Dusting Powder or Talcum. *Bath Salts, $1.00... Dusting Powder, $1.00 and $1.50... Toilet Soap—3 cakes, $1.00... Toilet Water, $1.00 to $3.25... Talcum, 50¢ and $1.00.*

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You're Going To Fall In Love . . . With a Slip

ALL AROUNDER by Corette

Here is
something rare in a slip.
Not just splendid tailoring
and fine fabric,
but a construction so unique
you can't imagine how
wonderfully it fits.
You can bend, twist, stretch,
do *anything* . . .
the bias top won't bind,
the straight cut skirt
stays skin-smooth,
yet will not twist or ride up.
Discreetly darted bodice
encourages a pretty bustline . .
and a diamond shaped midriff
gives gentle diaphragm control.

BUR-MIL* FABRIC

Rayon Crepe about $2.
Rayon Satin woven with
Celanese yarn
about $2.25

Slightly higher
west of the Rockies
**Reg. U. S. Pat. Off.*

At leading stores everywhere, or write for nearest dealer's name to
Custom Undergarment Corp., 148 Madison Ave., New York

I REMEMBER THAT...

(Continued from page 66)

the saddest in the history of architecture and decoration. We blame most of it on Victoria, but she was unborn when the new spark of bad taste blew in from Germany, via the Georges. When Victoria married Albert, it grew into a flame, for Albert was an active and inventive decorator. William Morris fanned the flames with his confused wall-papers, and Sir Charles Eastlake fanned it into a holocaust with his varnished yellow oak rooms and his passion for bric-à-brac. He was responsible for the Turkish cosy corners, among other atrocities. Good Taste was in ashes, apparently forever.

Victoria and Albert, Morris and Eastlake...they are the accused authors of this taste. Actually, it was the development of the Machine Age that was responsible. When furniture was made by hand, piece by piece, old things were copied or re-designed, and change was gradual. The Machine Age coincided with this age of bad taste, which otherwise might have died its natural death. But now any one could have furniture like the Queen's, any one could have machine-made lace curtains, and everyone did. Novelty was the word, the novelty of manufacturers, not of artists.

Bad Taste Was Good Business

Years ago, about the time of the beginning of that other great war, a group of us conceived and put on an Exhibition of Bad Taste. We showed things of the 'Eighties and 'Nineties, and selected them for their absurdity. The prize exhibit was a Venus de Milo with a clock in her stomach. But there were other such choice items as paintings with clothes sewn onto the figures on the canvas; pillow-shams embroidered in Turkey-red cotton with a huge MR. on one, MRS. on the other; a collection of moustache-cups, one inscribed Grandma; musical rocking-chairs; painted tins depicting calla-lilies and cattails, and so on. We thought the show very funny, and so did the thousands who came to see it. It never occurred to us that these things would be used seriously again.

Within three years from that time, I had a number of clients who were collecting just such Victoriana. It wasn't long before I was finding a certain enchantment in it, myself. Now, that period is far enough in the past to have achieved a dignity...no, not dignity, but an engaging charm of its own. Perhaps these Edwardian rooms, a few years from now, will seem equally charming to a new generation.

I remember we took for the motto of our show that delicious line of Ruskin's: Where you rest, there decorate. Certainly, the Victorians and Edwardians used the same idea. They filled every empty spot with decoration. They had not one set of curtains at every window, but three or four. They embroidered and laced their bed-coverings to a degree. They tied ribbon bows on gilded rattan chairs. I remember an old lady in Georgia who had the first brass bed in town. Huge ribbon bows were tied on every shining brass knob. They saved the tops of lard cans and painted them. In the early days of the Gibson Girls they discovered pyrography, which was the art of copying Gibson Girls and American Indians on fringed leather sofa pillows. They painted on plush, why, I can't imagine, for a messier surface there never was.

They crammed their rooms full of animal heads and stuffed fish. They had what-nots, triangular corner affairs, with shelves tapering to the top, filled with curios. Ours had each shelf and upright bordered with leather grapes and leaves, and was filled with sea-shells and coral. They placed peacock feathers and American flags in giant vases. They loved groups of stuffed birds and waxed flowers under glass bells. They painted cranes on screens and roses on phonograph horns.

They hung guitars and mandolins and tambourines any and everywhere, using wide, multicoloured ribbons. They loved polar-bear rugs and Japanese Satsuma vases six feet high. They used panels of stained glass in their windows, and had hanging domes of it, and lamp-shades of it. They used sofa-pillows; the more diverse, the merrier. They did all these things, but they did some good things, too. Don't forget that they gave us overstuffed furniture, the greatest boon to our bones. They were fat, and they liked comfort, hence this discovery of upholstery.

I think these interiors, shown in the Metropolitan, are much uglier than the period they represent. I remember many good rooms that came to pass without benefit of decorators, certainly not as acidly ugly as these. None of them is worthy of emulation in whole, but there are certain things we may glean from them.

First, they were comfortable, in their fashion. They were too crowded to move around in easily, but the chairs and beds were softer than those that had gone before. There is nothing uglier than one of those bird's-eye maple chests of drawers...we called them bureaus, not bureaux. They had so many shelves for bric-à-brac, so many drawers. I have often encountered them in country hotels, and found them very acceptable depositories.

Fortunately for all impecunious collectors of today, they are still despised enough to be cheap, and it doesn't require a master cabinet-maker to remove a lot of the shelves and brackets and superimposed drawers and achieve a usable chest of drawers. If the top is all cut up, you can put a plain new board top, or a sheet of mirror. You can paint the thing, and be proud of your wit in making something out of nothing.

A Word for the Washstand

Those old washstands were not so bad. They had to be big enough and flat enough to hold a lot of china and are, therefore, not so hard to redeem. I wonder what became of all those hand-embroidered splashers. They were attached to the wall behind the washstand, often with ribbon bows at their corners. They were, of course, embroidered with aquatic subjects, ducks, swans, cattails, water-lilies, and such. It was unthinkable to embroider them with designs unrelated to water, just as it was correct to hang pictures of dead animals, and fish, and fruit, in the dining- (Continued on page 101)

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THOUGHTFULLY DESIGNED TO DO THE MOST FOR THE SKIN IN THE SHORTEST MEASURE OF TIME

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Success School Protection for Winter-Dry Skins.

CREAMY, soothing, protecting...Du Barry Foundation Lotion works its magic on every winter-dry skin in the famous Du Barry Success School Course. Over fifty thousand women have taken this course...and for them, this foundation has proved a marvelous protective powder base, particularly in Winter.

Du Barry Foundation Lotion is so easy to smooth on...so fragrant and light. There's a tiny amount of lubricant in it...not so much that your skin feels oily, but just enough to keep it satiny and form a delicate protective film against wind and dust. And your skin will have a marvelously fresh-looking, *slightly moist* finish to which powder clings longer and more evenly.

Keep your skin smoother, lovelier through blustery weather with Du Barry Foundation Lotion. You'll find it at better cosmetic counters everywhere, for only $1.25. And this lasts you a good longish time. Use it under your glamour-topping of Du Barry Face Powder, now available in a new *Debut* size for $1.00.

Du Barry

BEAUTY PREPARATIONS

By Richard Hudnut

FEATURED IN THE RICHARD HUDNUT AND DuBARRY SUCCESS SCHOOL, 693 FIFTH AVENUE, NEW YORK...AND AT BETTER COSMETIC COUNTERS EVERYWHERE.

I REMEMBER THAT...

(Continued from page 98)

room. Pillow-shams were related to night and morning. Good Night, Good Morning, etc., were favourite mottoes, surrounded with morning-glories and evening primroses, and such. I'd love to own some of these dear things.

Our grandparents loved hassocks. They were good then, and they are good now. Most living-rooms could stand a few. I have a pair in my living-room, which are kept pushed away ordinarily, but are friends indeed when there are more people than chairs in the room. Footstools were equally popular, and as well worth collecting. Many of the flowery carpets, of Brussels or ingrain, were really delightful. Divorce them from the flowery walls, put them in plainish rooms, and you have something worth a lot more than the price you paid.

Cheval-glasses were a necessity in every bedroom, and why not? A cheval mirror is so much better for dressing than those we set in our bathroom doors. They were fashionable in the eighteenth century (the English called them Horse Glasses), they were fashionable all through the nineteenth century, and now, alas, they have disappeared. A cheval-glass was a necessary member of that family of bedroom furniture, the Suit, Set, or Suite.

Your social position often depended on the number of pieces in that Suit. There was a huge double bed, a huge bureau for the lady, another chest of drawers, equally elaborate, for the man; there was a dressing-table, a cheval-glass, a desk, a huge single or double washstand, sometimes a wardrobe, a *chaise longue,* a rocking-chair or two, as well as various small chairs, footstools, hassocks, and tables. Huge rooms begat huge sets of furniture.

Dark Horrors of Our History

Most of these pieces are still usable. The bed is usually the worst piece in the set, but sometimes the footboard is just sufficiently smaller and better than its gigantic superior to make a good bed-head. Rockers may be removed from chairs. Mirrors may be removed from chests of drawers and dressing-tables, reframed, or, possibly painted and used in their native frames.

There are no brass beds shown in these interiors. I wonder why? The brass bed was the ultimate discovery of the *fin-de-siècle.* Its gleaming tubes and knobs were more exciting to our parents than modern tubular furniture could ever be to us. The brass bed replaced the beds of golden oak and bird's-eye maple, which had but recently supplanted the monstrous black walnut edifices. We had a lot of these dark horrors in Georgia. They were too heavy to move, and they invited vermin. I remember once a year they were taken apart and wiped, with a turkey feather, in an evil-smelling mixture of white of egg and turpentine, and sunned in the backyard. No wonder the brass bed, light and airy and clean, was welcomed and adored.

The curtains shown in these interiors are not all bad. Look at those in the dining-room. Copied originally from Ackermann's Repository of about 1810, they are still made by the so-called best decorators of today. The elaborately draped ones in the red-and-green parlour are not unknown to contemporary interiors. The omnipresent lace curtains are sought after today, used by and for themselves, in country rooms. The curtains in the flower window are really discreet, compared to the rest of the room.

When I first looked at the drawing-room interior with the flower-stand in the window I was pleased, but I said, "Oh, well, a stand full of flowers makes any room gay. Besides, that stand itself is still good...and those upholstered chairs are again in fashion, if you eliminate a few tassels and puffings, and those brass side-lights with the white glass flowers are really charming"...and there I was liking most of it! The stained-glass panel in the top of the window, the two flower-pots affixed within the window-recess, and the pictures we can forget.

Gimcracks Make a Comeback

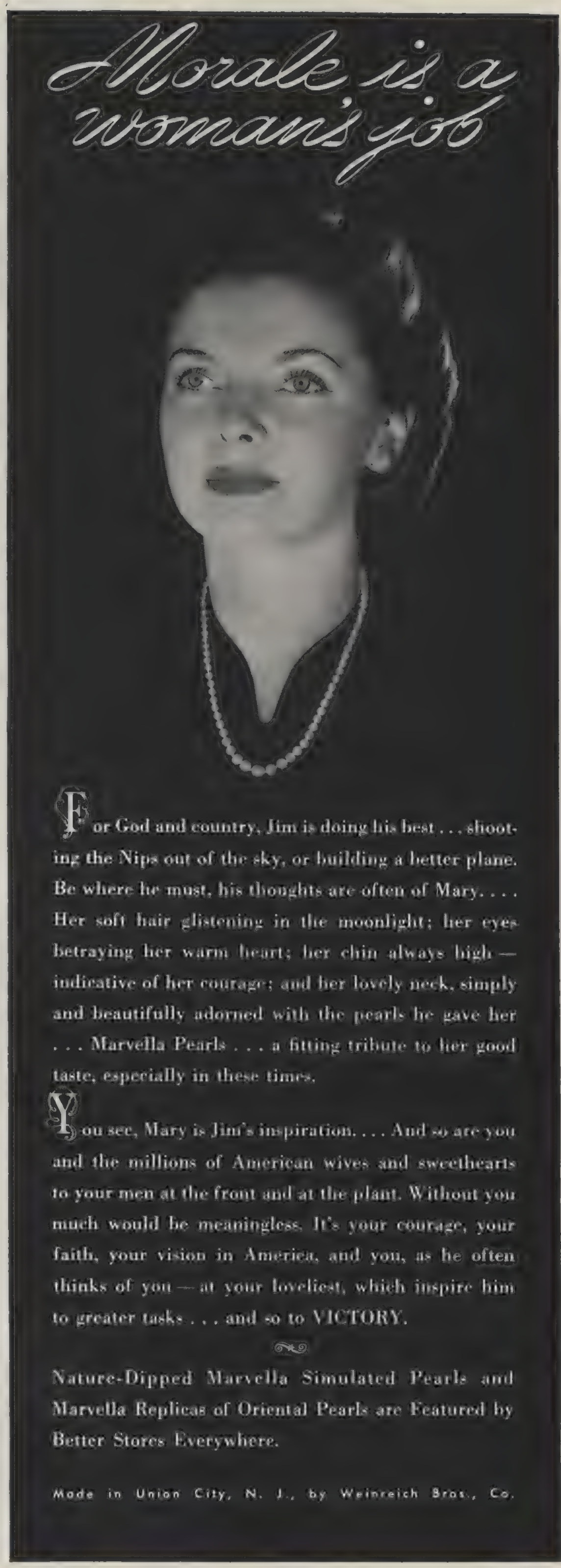
I can find nothing admirable in that bathroom except the water-closet, which is a fanciful swan-like affair decorated with pink and blue flowers, grotesque enough to become a jardinière in some Victorian collection. The boudoir of 1902 is full of wonders. At first glance it is the worst room of the lot. But that *chaise-longue* is perfectly good, if you eliminate the tassels. And the enormous dressing-table is of sensible design. The drapery above the mirror is inexcusable, but our grandparents were not concerned with dust. They had plenty of servants, and were not concerned with germs. That easel is ludicrous, but, like the cheval-glass, a standing easel is not a bad idea in its proper place.

The bedroom, with its monumental black walnut bed, is pretty bad, but not so grim as the bedroom of John D. Rockefeller, now installed in the Museum of the City of New York. The lace bed-covering, with its huge pink bows perched on top of the pillows, makes me want to cry with homesickness. And I'd buy that wonderful painted glass lamp in a moment. The flower-stand in the window is engaging, though I would eliminate the goldfish bowl. The hassock is what a hassock should be. The upholstered chair at the foot of the bed offers solid comfort.

Our New, Nostalgic Originality

Long before these rooms were out of fashion among the many, there was a renaissance of taste among the few. Lady Mendl, then Elsie de Wolfe, was doing beautiful houses in 1910. The women's magazines were spreading the gospel of good taste. At the beginning of the World War, in 1914, good taste was firmly established. It was almost too painfully good, for the first decade. We must have plain walls, plain carpets, plain everything. But gradually, as we felt sure of ourselves, we developed a new originality, and good taste became exciting. It was no longer a duty, it was fun.

Now, what with depleted incomes, and priorities, and all the exasperations of wartime, we feel sure enough of ourselves to do what we please. And it pleases many of us to redeem some of the long-damned things of the nostalgic era of these interiors.



For God and country, Jim is doing his best . . . shooting the Nips out of the sky, or building a better plane. Be where he must, his thoughts are often of Mary. . . . Her soft hair glistening in the moonlight; her eyes betraying her warm heart; her chin always high — indicative of her courage; and her lovely neck, simply and beautifully adorned with the pearls he gave her . . . Marvella Pearls . . . a fitting tribute to her good taste, especially in these times.

You see, Mary is Jim's inspiration. . . . And so are you and the millions of American wives and sweethearts to your men at the front and at the plant. Without you much would be meaningless. It's your courage, your faith, your vision in America, and you, as he often thinks of you — at your loveliest, which inspire him to greater tasks . . . and so to VICTORY.

Nature-Dipped Marvella Simulated Pearls and Marvella Replicas of Oriental Pearls are Featured by Better Stores Everywhere.

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PRECISION

Another word for *quality* . . . more important now than ever. The micrometer, precision tool, gauging measurements down to .001 of an inch, has always been used by Volupté to assure the perfect synchronization of parts . . . leakproof compartments . . . the clean-click of closing, in the compacts you love.

It is now also used in turning out war orders.

Volupté compacts and cigarette cases are at fine stores everywhere.

THE GENUINE IS ENGRAVED VOLUPTÉ

VOLUPTÉ

347 FIFTH AVENUE, N.Y.

NEEDED NOW—NURSE'S AIDES

(Continued from page 87)

On the other hand, in this desperate time the hospitals have requested the Red Cross to permit Nurse's Aides to take more responsibility.

"I've taken a First Aid course."

So what?

"I'm getting married."

It's a good thing one young Nurse's Aide didn't have that excuse at the obstetrical ward the other night. There were four unexpected new patients and, at the same moment, one emergency delivery, which demanded the trained nurse's attention, so there were no nurses to care for the newcomers but the Nurse's Aide.

"I'm better in executive work."...

This is the answer I love. I know you. You're the one who must always be general; who starts rival charity organizations so there is overlapping of work instead of coordination in existing organizations. The one who leaves the A.W.V.S. in a huff because she fought with the chairman. Executive ability, you say? Funny, I have never heard of anything important that you have done to win the war. But I have heard that now in most hospitals there is only one night nurse to a whole ward.

"I hear Nurse's Aides aren't really needed."

The source of this rumour can be traced to a few Nurse's Aides who have clung to the fancier hospitals, which are thus overrun with volunteers. These few refuse to go to the less stream-lined places where the need is far greater. Thus they get a false impression that Nurse's Aides are not needed. But look at the facts! Trained nurses are going to the Army at the rate of 3,000 a month. The call for 55,000 nurses to train to be registered nurses (or to take refresher courses) has so far brought in only 35,000 women —20,000 short of the quota.

Anyone who can multiply should see that at the end of the year there will be 60,000 fewer available nurses than in 1942. Not only are Nurse's Aides needed today, but in a few months they will be indispensable. In New York, where they plead for 10,000, they really hope for a reserve Nurse's Aide army of 50,000. Right now, you should be training for the immediate future.

The Urgency Increases

Why? Have you forgotten the flu epidemic of World War I., which killed more people than any bullets did? Wars always bring epidemics —to jam the hospitals. Have you thought of the ships that will soon bring home the wounded—to jam the hospitals? Haven't you heard that new populations of defense workers have a high rate of accidents—to jam the hospitals? Have you heard of air raids?

"Well, if they are needed so badly, why not hire ward maids?" First, because those women who in ordinary times could have been hired as ward maids are taking war jobs. Second—the hospitals can not afford to pay them wages that could compete with war-work wages.

"Why don't hospitals pay Nurse's Aides with the money they used to pay the trained nurses who are now in the Army and Navy?"

(A) Trained nurses with years of schooling behind them get only $90 a month without board for hospital work. One or even five Nurse's Aides can not replace one trained nurse in work, but, even if these Aides divided the work, this divided pay would not be sufficient to the intelligent type of women needed.

(B) All the simpler jobs once performed by student nurses (who are not paid) are now left undone, as the students' training course has been speeded up, and they concentrate all their time on real nursing. This is the gap the Nurse's Aides must fill.

(C) The hospitals have less money anyway. All operating costs are up; investments are cut more than half; donations have been reduced.

Why Haven't You Come?

What more can I say to stir you... to convince you? How often must you be told in kindergarten words about the terrible need for intelligent, capable women to help out in our hospitals?

"We need these women," cried the hospitals. "We'll try to get them for you," said the O.C.D. "We'll train them for you," said the Red Cross. "We'll campaign for them," said the radio and press. "We'll tell them how interesting, how stirring, how rewarding, how satisfying the work is—AND HOW MUCH YOU ARE NEEDED." But you haven't come.

Nine months of campaigning, and you still haven't come. (In the heat of publicity, 12,000 New Yorkers enrolled, but 8,000 failed to show up afterwards.)

Conquer Inertia—Now

I was talking about this to a very able business woman in an important job. (She, incidentally, not only has brains, but beauty, a husband at war, a child, and is a Nurse's Aide.) She looked at me bitterly, paused a moment, and then, slowly, bitingly, she said:

"Inertia. American women are ridden with inertia. They are embarrassed about not doing any war work—but not embarrassed enough.

"The bulk of women have none of the feeling about getting into service that the men have. Men feel that they have to explain why they aren't in... women feel they only have to mention it if they are.

"Women lack the SENSE OF URGENCY that the men have, and of being part of the enormous push.

"They act as though they were watching a movie. They feel that they need do nothing but admire...an absurd sports spectator attitude, like buying dresses to watch the Nurse's Aides."

Is she right? Is she describing you?

I have told you the truth. I hope you will answer me and tell me just why you are not a Nurse's Aide. But much more, I hope that you will enroll, and *become* a Nurse's Aide!

FRANCES DENNEY

Corrective Beauty Preparations

make a little Beauty go a long way

"*Beauty is vital* to every American woman," says FRANCES DENNEY. "But time, too, is precious these days and women simply cannot spend as much time as before on beauty care."

That is where MISS DENNEY'S long-famous CORRECTIVE BEAUTY PREPARATIONS come to your aid. Each one can be applied quickly. Together they provide the essentials for a lovely, healthy skin, a glorious make-up and . . . applied faithfully . . . *make a little Beauty go a long way.*

AT YOUR FAVORITE TOILETRIES DEPARTMENT

Famous FRANCES DENNEY CORRECTIVE PREPARATIONS include: OILS OF THE WILDERNESS, more precious than ever . . . OIL BLEND, for a very dry skin . . . EYE CREAM, to relieve vexing signs of fatigue . . . THROAT AND NECK BLEND, for a smooth, firm throat line . . . OVER-TONE, UNDER-TONE and SATINY POUDRE, for glorious make-up.

GOES TO THE HEART!

chichi

(Pronounced she-she)

"LOVE ME" PERFUME BY RENOIR

Pulse-quickening fragrance . . . aimed right at the heart! If you are a man in love, *give* Chichi! If you are a woman with love in mind, wear Chichi! Most feminine of perfumes!

PARFUMS, LTD., NEW YORK

DOWN TO EARTH

(Continued from page 75)

shoe world—more of the classic shoes that have stood the test of time. That shoe that you've worn and loved year after year won't be hard to get now. That's the one that will survive. For years, Vogue has been campaigning for simple, more forthright shoes—so the W.P.B. ruling is, in this instance a good-taste ally, as well as a conservation measure.

Among these good classic shoes, you'll find Oxfords and monk shoes and moccasins and step-ins and sandals and opera pumps. Oxfords are having a definite comeback—every one who does a lot of walking these days appreciates why. Opera pumps, too, have a new place in every one's affections—probably because they comply with the Government and compliment every foot.

Dwindling gas and doubled walking have increased the number of low heels. But you're apt to be wearing them not only on your walking shoes, but on your dining and dancing shoes. Not that high heels are outlawed—the rumour to that effect is completely unfounded. Your afternoon and evening pumps may, for the present, continue to have high heels.

Most of the leathers and fabrics you've liked will continue to be on hand through the spring. Calfskin, kid, patent leather, suède. The only leather of which there's a marked shortage is crocodile. Shoe fabrics...gabardine, faille, satin, and crêpe...are uncurtailed to date. Trimmings are going in for more and more simplification, but you'll still see tailored bows or buckles, and—on evening pumps—antique cut-steel buckles.

In good times, the shoes you bought were merely a matter between you and your cheque-book. But no longer. The shoes you buy today are a national, as well as a personal, matter. *Buy only what you need* and when you need them. Buy the best you can afford, and insist on the best quality available at the price you pay. Be sure that your shoes fit you properly, for a misfit, a shoe too short or too narrow, will only languish in your closet. And that's waste, and that's the unpardonable sin.

Have an adequate wardrobe of shoes, but not an excessive one. A well-rounded shoe wardrobe is both profitable and patriotic. The right kind of shoe for each activity is sound sense, for it puts less strain on any one pair of shoes, makes them all last longer. And last, but not least, give the shoes you own the maximum of care and protection. Shine them, tree them, brush them, keep them in good repair, rest them (avoid, if you can, wearing a pair of shoes two days in succession), don't get them soaked, don't scuff them, don't scrape them, don't abuse them...and you'll help keep the country firmly on its feet.

"UNDER TWENTY" FASHIONS

THESE are the shops throughout the country in which you'll find the Judy 'n' Jill Fashions shown on pages 72 and 73.

AKRON, OHIO	THE A. POLSKY CO.
ANN ARBOR, MICHIGAN	GOODYEAR'S
ATLANTA, GEORGIA	RICH'S, INC.
BALTIMORE, MARYLAND	HUTZLER BROTHERS CO.
BARTLESVILLE, OKLAHOMA	MONTALDO'S
BUFFALO, NEW YORK	FLINT & KENT
CANTON, OHIO	THE STERN AND MANN COMPANY
CHARLOTTE, NORTH CAROLINA	MONTALDO'S
CINCINNATI, OHIO	MABLEY & CAREW
CLEVELAND, OHIO	THE LINDNER COY.
COLUMBUS, OHIO	MONTALDO'S
DALLAS, TEXAS	NEIMAN-MARCUS CO.
GREENSBORO, NORTH CAROLINA	MONTALDO'S
INDEPENDENCE, KANSAS	MONTALDO'S
KALAMAZOO, MICHIGAN	SALLY'S CLOTHES CLOSET
KANSAS CITY, MISSOURI	HARZFELD'S
LITTLE ROCK, ARKANSAS	THE M. M. COHN COMPANY
MEMPHIS, TENNESSEE	THE JOHN GERBER COMPANY
MINNEAPOLIS, MINNESOTA	HAROLDS, INC.
OKLAHOMA CITY, OKLAHOMA	KERR'S
PITTSBURGH, PENNSYLVANIA	KAUFMANN'S
PORTLAND, OREGON	MEIER & FRANK
RICHMOND, VIRGINIA	MONTALDO'S
ST. LOUIS, MISSOURI	SCRUGGS-VANDERVOORT-BARNEY, INC.
ST. PAUL, MINNESOTA	FRANK MURPHY
SAN ANTONIO, TEXAS	FROST BROTHERS
SAN FRANCISCO, CALIFORNIA	H. LIEBES & CO.
SCRANTON, PENNSYLVANIA	THE HEINZ STORE
SEATTLE, WASHINGTON	FREDERICK & NELSON
WASHINGTON, PENNSYLVANIA	HAL LEWIS
WEST PALM BEACH, FLORIDA	BURDINE'S
WHEELING, WEST VIRGINIA	HAL LEWIS
WINSTON-SALEM, NORTH CAROLINA	MONTALDO'S

SUSAN TUCKER HUNTINGTON
of New Canaan and New York

Her engagement to Aviation Cadet Warren Albert Stevens was announced September 9th. *Her Ring* (right), an emerald, shines either side of the exquisite diamond.

Only a year ago when she first knew Warren, Susan was happily studying at the Neighborhood Playhouse School of the Theatre.

Today—Warren has gone South to train as an Army flyer, and Susan is hard at work at the Delehanty Institute taking the course in "Assembly and Inspection" so she'll be ready to step right into a vital job on an airplane production line.

"Drills, bolts, screws and nuts have a way of leaving grimy smudges on my face," says Susan, "so I'm being *extra* fussy about getting my skin *extra* clean. Pond's Cold Cream suits me just fine. It helps slick off every tiny little speck of machine dirt and grease—and afterwards my face feels soft as a glamour girl's."

Use Pond's yourself—and see *why* Susan says it's "grand." You'll see, too, why war-busy society women like Mrs. Franklin D. Roosevelt, Jr., and Mrs. W. Forbes Morgan praise it—why it is used by more women and girls than any other face cream. Ask for the *larger* sizes—you get even more for your money. All sizes are popular in price. At beauty counters everywhere.

LEARNING TO DO A JOB THE U. S. NEEDS—At the Delehanty Institute, Susan drills accurate holes in metal castings—a process she'll use often when she starts her war job. "Warren would be surprised if he could see how mechanically exact I'm getting to be," she says.

Susan Huntington, Air Cadet Stevens Married in Alabama

Just as this page about Susan's and Warren's engagement was going to press—they were married! Like so many girls engaged to army men these days, Susan's wedding plans were changed almost overnight.

She's Engaged!

She's Lovely! She uses Pond's!

"SHALL I SEND HIM YOUR LOVE, TOO?" Susan asks Jupiter. After a grimy day in the school shop, it's wonderful to feel frilly and feminine again, and Susan, in her sweet pink negligee, is bewitching—with her big dark eyes, and flower-lovely Pond's complexion.

COPY SUSAN'S SOFT-SMOOTH COMPLEXION CARE. Use Pond's Cold Cream as she does—*every night* and for daytime clean-ups. First, Susan smooths Pond's all over her face and throat. She pats gently, with brisk little pats to soften and release dirt and make-up. Then tissues off well.

Next, Susan "rinses" with *more* soft-smooth Pond's Cold Cream and tissues it all off again. "My face feels *grand*," she says—"*so* soft and *so* clean."

It's no accident so many lovely engaged girls use Pond's!

Cherri-Glo

Puerto Rican lingerie created by ZENIE of Bur-Mil* Rayon Crepe

Diminutive crimson cherries . . verdant green leaves . . . scattered on fields of frosty white or brilliant yellow . . . *Cherri-Glo* is the very feminine lingerie with the novelty touch you love. ZENIE has fashioned *Cherri-Glo* with the superb luxury tailoring, the matchless flattery, that can be found only in fine, hand-made lingerie. *Cherri-Glo* comes in sizes 32 to 38. The gown about $5.00 . . . slip, about $4.00 . . . matching pantie, about $3.00.

At better stores everywhere

ZENIE BROTHERS

44 East 32nd St., New York

*Reg U. S. Pat. Off.

EDUCATION—AIR-MINDED

(Continued from page 85)

radio station, a golf course, innumerable charm clinics, and Maude Adams, it is functional in atmosphere, sensible, homey.

Stephens' seventeen hundred students are products of substantial, but unspectacular middle-class families. They take a serious view of their futures, either as career women or housewives. A recent survey of graduates shows that the average Stephens girl marries into the white-collar $3,000 to $5,000 income bracket within a year of graduation, has children early, and has a lower divorce rate than any other college group. (The girls, for some vague reason, are called Susies.)

Susie Solos

Recently I visited Columbia Municipal Airport, where Susie does her solo hours. A dozen girls, in pastel-shaded slacks and checked sports coats, were standing around on the breezy flats, awaiting their turns in the red, yellow, and blue two-seaters that flashed across the cloud-flecked sky. None looked to be more than eighteen. All were short, slight, cosmetically meticulous, and very gremlin-conscious.

Above the drone of motors, a girl from the Deep South, black-haired and twinkling-eyed, was instructing a first-timer: "The thing to remember, honey, is that not all gremlins are bad. It's only the positive or untrained gremlins who bore holes in your fuselage, yank the landing field out from under you so you overshoot, and such like.

"Girl gremlins are fifinellas. Gremlins are just crazy about them and will do anything to get one. That's why there are no gremlins in the Axis countries. The fifinellas won't live there. Then you have the baby gremlins or flibbertigibbets—you can tell them by their white coats and crêpe soles—, the widgets, who are lazy gremlins, and the woffle-widgets, who are widely believed to eat other gremlins. Sheer superstition! What they really eat is old petrol. Gremlin Gus is head of primary training, and Jam-face Gremlin..."

A silvery Piper Cub bumped inexpertly to a landing, and a honey blonde, no bigger than a fifinella herself, jumped out, not a hair of her permanent out of place.

"Scared, Susie?" the Southerner called to her.

"No, but I've never been so lonesome in my life. I came in too high and had to gun it."

This kind of jargon is the envy of Stephens' groundlings.

Rita Willis, a round-faced girl with freckles, interpreted for me. "We get two hours five days a week until we've chalked up thirty-five hours solo and seventy-five in a ground school. That's the minimum for a private pilot's license, and it takes about three months. But most of us aim to make two hundred hours so we can ferry bombers with the WAFS. Ten of us will be ready next autumn. It's mostly a question of dough. All that flying comes to around $3,000 above tuition. What we're hoping is that the Army will step in and underwrite the whole thing. When war started, there were only two hundred women commercial pilots in the country."

I asked the inevitable question. "Any crack-ups?"

"Not a splinter," replied Miss Willis, adding, "Me, I've had thirteen hours and forty-eight minutes, exactly. Made my first solo on Friday the thirteenth, too."

Flying fever has so infected the campus that the Dean of Administration, Weldon Shoftstall, has contracted it and flies along with the girls. Flight instruction is supervised by a certified Civil Aeronautics Authority instructor and six assistants. But the prime mover in the general air-conditioning of Stephens is Kenneth Newland. He is an aggressively handsome man of thirty, standing six feet four. Less than a year ago, he was Stephens' voice instructor, flying being strictly an avocation. A *bel canto* baritone, he still occasionally does close harmony with his aviation pupils.

Newland told me about this curious metamorphosis: "Stephens runs a vocational clinic which determines scientifically a girl's best aptitudes and interests. It's the Freshman's first and most important step on campus. Nowadays, before she can graduate she must learn at least one war volunteer service and one war production skill.

"Last year the clinic found that more and more girls were interested in aviation. So we introduced a brand-new course, Aviation Orientation. Airlines farmed out their experts for lectures. They even hired three students at the end of the course. But it was all pretty academic. The original idea was to give an overall picture of the industry and where girls might fit into it. That didn't satisfy them for long. They began clamouring for practical training, with jobs waiting for them at the end of it. So I made a survey of twelve leading airlines. What were their specific needs? How many girls could they use? Would they cooperate by lending us equipment and more lecturers?"

Technicians—Draft Exempt

Airline heads cheered over the promise of full-fledged, draft-exempt technicians, where formerly they had to create their own. Out of that survey emerged Newland's pride and joy, the Stephens Aviation program. Besides flight instruction, a whole series of courses now trains girls for ground jobs formerly held by men: flight control, airport management, control-tower operations, station agents. The survey continues. As new shortages develop, Stephens adds new courses. For the airlines, the college functions as a sort of magic cornucopia of man-power.

TWA wanted weather forecasters. So Susie learned to master the complexities of the theodolite and the barometer. Vultee issued a plaintive reminder not to overlook the plane manufacturer. Result: courses in tool design, drafting, blueprint reading under the art department. Next the Army itself, which buys no plane until its own experts have passed on it, asked for aircraft inspectors. To Stephens' aviation laboratory they donated a complete trainer plane—priority and all—, a 985 h.p. radial motor, and half a dozen sub-assemblies. Tinkering with them, the girls (Continued on page 108)

☆ ☆ ☆

THE Furlough SUIT

This smart suit may be seen in color opposite page 16. This and other attractive styles in Pacific 100% wool fabrics may be had at such fine stores as

Akron.....M. O'NEIL CO.
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Cleveland .....MAY CO.
Dallas.....A. HARRIS & CO.
Dayton.....ELDER & JOHNSTON CO.
Denver.....MAY COMPANY
Fort Wayne.....WOLF & DESSAUER
Houston.....FOLEY BROS. D. G. CO.
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Los Angeles.....THE MAY CO.—WILSHIRE
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FOR YOUR WINTER-DULL COMPLEXION

Barbara Gould Velvet of Roses Dry Skin Cream is a wonderful boon to your winter complexion beauty.

Fragrant with the rare perfume of Attar of Roses . . . texture like rose-velvet...its smooth lushness creams your dry, dull skin to a softer, fresher radiance.

Regard Velvet of Roses as an essential in your regular beauty routine. It is rich with the promise of a lovelier complexion through busy winter days and sparkling winter nights.

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It is thriftier, more patriotic to buy large size creams and lotions.

Three Sizes. $1.00, $1.75, and $2.25
All prices plus tax.

EDUCATION—AIR-MINDED

(Continued from page 106)

learn how to calculate stress and strain, what to look for in cases of suspected sabotage. Altogether Stephens teaches twenty-one different aviation skills.

Newland drove me two miles from the airport to the campus, past convoys of Susies in ankle-socks, the Freshmen wearing green ribbons in their hair, a Stephens tradition. We entered the only classroom of its kind in the world—a dummy airline. Here, in the middle of loud-speakers and microphones, flight schedules and ticket racks, nine girls were duplicating the operations of a real airline. These busy-bee Susies, Newland pointed out, had a special, an almost historical distinction. Postgraduates, they had returned to Stephens last autumn just for aviation training. They would shortly be installed in actual jobs at $130 to $250 a month, Newland's first complete, 22-carat products.

"Reservations" and Marriage

"That handsome blonde over there, Jo Oskamp," he told me, eyes popping with pride, "is all set for Northwestern Airlines. Reservations. She's marrying a Northwest pilot, and she'll be able to work right on his route.... The short, blond one, Mary Nell White, she'll be with Chicago and Southern. She's been taking treatment in our speech clinic for that Tennessee drawl of hers. Might sound queer in a Northern airline, you understand."

Over one of the loud-speakers came a cool contralto. "United Airlines, Flight Six, coming in, east-west runway." I looked out the window, almost expecting a plane to come taxiing across the campus. Miss White glanced at her dummy flight sheet, as if she did, too, and purred in accents Northern, "Field crew, field crew! Clear east-west runway. Unscheduled flight of bombers coming in."

"They have to know exactly what to do under any given set of conditions," said Newland. "This is all hypothetical, of course."

In the process of learning, however, the dummy-airline students also serve the entire college community as a bona-fide travel bureau, maintaining direct contact with all the airlines and their booking offices. As I looked on, a faculty member bustled up to the ticket desk. "I'm making a lecture tour of these cities," he said, handing over a list. A flurry of time-tables, half a dozen phone calls, and Susie came up smiling with his itinerary, complete to cost, bus and rail connections, and choice of hotels.

We went to the machine shop, which houses a retired Gypsy Moth plane. The shop was formerly the slave quarters of the Hon. J. L. Stephens, the Missouri squire who donated land to the College back in 1870, and had the place named after him in appreciation. Slipped into blue twill cover-alls, some of them with the names of their future employers picked out in red thread on the backs, the girls scrambled over the helpless plane, their make-ups rapidly smudging. They began dismantling her. A Gypsy Moth consists roughly of two thousand parts. "It takes them four days to pull her apart and put her together again," Newland said.

Technical instructors are scarce, and, like Newland, many Stephens teachers have had to make themselves over into aviation specialists. Cornelia Cameron, head geologist, for example, who used to play at weather forecasting as a hobby, now teaches it systematically. Among her pupils are twelve girls from Alaska on whom the C.A.A. is counting to help keep the Far North airways open. The radio and broadcasting department, under Sherman Lawton, now includes such vital adjuncts to aviation as telegraphy, teletyping, and radio phoning.

Makeshift Equipment—Talent Unlimited

With due respect for shortages, these courses make do with whatever equipment lies at hand. The only teletype in town belongs to a department store. The owner lets the girls practise on it, while the local weather bureau lets them monkey experimentally with its forecasting paraphernalia. As extra-curricular work, many girls spend vacations working under supervision in the airline nearest home.

Heavy as these wartime courses are, they're not allowed to displace general education. In addition to the liberal arts, as taught in other junior colleges, Stephens features a home and family living course, its big specialty, where girls study child nursing, consumer science, boy-girl problems. The only girls exempted from this policy are the nine postgraduates, who concentrate exclusively on aviation.

Meanwhile, the Army waits.

WOMEN...WOMEN...WOMEN

How much do you know about women? You can test your knowledge, your mental agility by answering the forty diverting questions in February 15 Vogue that cover the subject, from Lilith to the Little Old Lady of Threadneedle Street.

FEBRUARY 15 VOGUE. At Your Newsstand February 12

Wise women know that Sterling Silver in its most beautiful forms symbolizes our faith in our homes and in ourselves. Wise women know that Lunt Silversmiths have dedicated generations to perfecting such artistry as abides in aristocratic MODERN VICTORIAN, in adorable AMERICAN VICTORIAN, in all LUNT designs. Brides, facing the future with high hearts, know that LUNT Sterling personifies their belief in a brave new world. NOTE — Because Lunt Silversmiths are doing their full share in working for Victory, the supply of these lovely patterns at your Jewelers is limited . . . so buy now *only* what you actually need. Then, after the war, you can obtain all the matching pieces you desire.

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DOMESTICALLY INCLINED

Recipe for keeping house —and keeping pretty at the same time: one navy-blue cotton dress with a wing-collar neck-line; bright rows of colour at the hip-line of its full skirt; $12. Mary Lewis

Pretty dress for a bride near camp—a dress that wears well, washes well, always looks fresh. Of grey chambray, with peg pockets, double row of buttons. An Ann Sutton dress; $6.50. McCreery

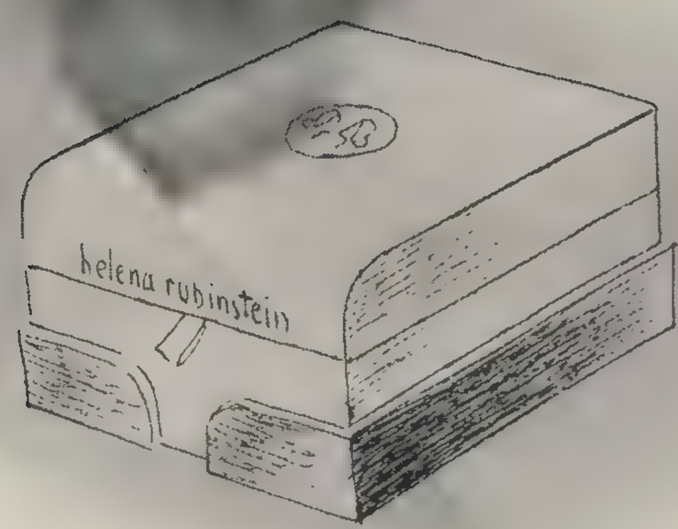
Scrub team—that's you, this maid's-year-out. And tidy you'll be, in this well-tailored yellow-and-green plaid cotton gingham dress. A Kay Dunhill dress; $6.50. Franklin Simon has it

face powder... *that is truly yours...*

In Helena Rubinstein face powder there's the personal promise of lasting loveliness because it is blended for the special needs of *your* skin.

If your skin is dry, "Novena" blend lights up your complexion with soft radiance. If your skin is normal or oily "Complexion" blend gives a soft velvety finish.

Both blends cling faithfully. In exquisite skin-tinted shades. 1.00, 1.50, 3.50.



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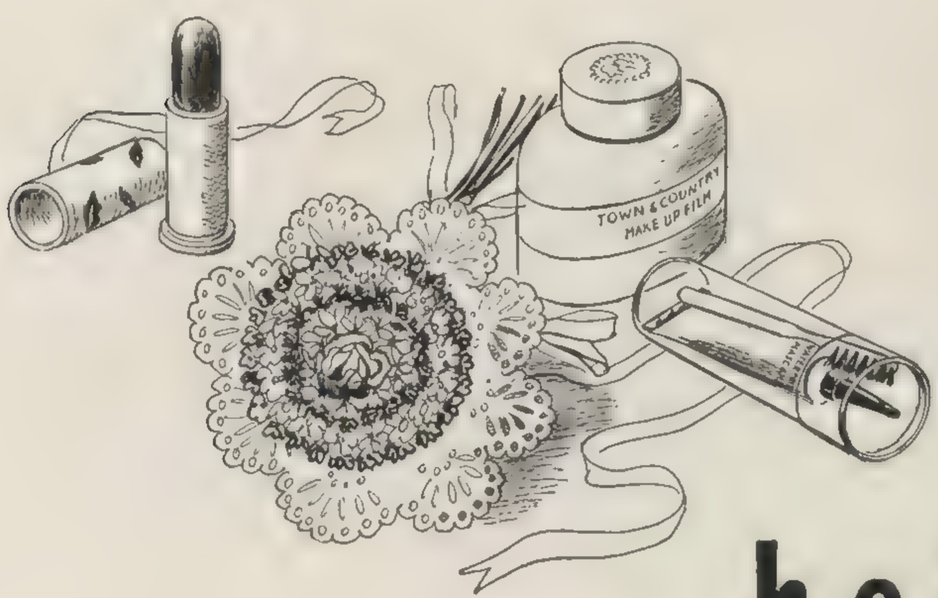

Town & Country Make-Up Film, flattering protective powder base. 1.00, 1.50.

Helena Rubinstein Lipsticks... glorious colors, lustrous, lasting. .75 to 2.50.

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CORSETS . . . RUMOUR AND FACT

This is rumour: All new corsets are being made without rubber.

This is fact: There is still some elastic yarn being used in corsets, and you will be able to buy these corsets with small inserts of elastic for at least the next six months.

This is rumour: Corsets made without rubber will be terribly uncomfortable.

This is fact: There are pantie girdles and all-in-ones made of new rubberless fabrics that are as light-weight and comfortable as the light-weight corsets you have been accustomed to wearing. Some of them have up-and-down stretch, and some of them have horizontal stretch. All of them have some "give" to them.

This is rumour: The new corsets will all be heavy-boned and laced affairs.

This is fact: Corsets will have a great variety of adjustments and fastenings. Some will lace. Some will have tiny waistline lacings for adjustment. Some will be buttoned, some hooked. Corsets being made now with bones will continue to be boned. If you wear a boneless corset now, you can continue to wear a boneless corset.

This is rumour: Washing will make the precious corsets you now have wear out.

This is fact: Washing lengthens the life of a corset. It is perspiration that causes rubber and fabric to deteriorate.

This is rumour: It is hoarding to buy two corsets at once.

This is fact: Corsets should always be bought at least two at a time, so that one can "rest" while the other is being worn. This is not hoarding, just good sense.

This is rumour: The new corsets will need expensive alterations.

This is fact: If your corsets were always altered, you will continue to have alteration charges. If you are a standard size and will take the time to have your corset carefully fitted, you can continue to buy a standard corset with a minimum of adjustments.

This is rumour: There will be no more pantie girdles.

This is fact: There will continue to be pantie girdles. There are still pantie girdles being made with rubber. There are perfected rubberless ones waiting to be introduced when the present stock in stores is exhausted.

This is rumour: Cheap girdles are as good as expensive ones.

This is fact: An expensive corset is carefully made, like an expensive dress. It is cut by hand, accurately sized, and individually finished. Very cheap corsets are cut in volume lots; the sizing is not as accurate. It can never fit as well. The quality just isn't there.

This is rumour: Garters have all disappeared.

This is fact: There are still garters on corsets. There are only four instead of the six we used to have. It is wise to start saving your garters if you like extra ones on your girdle. If not, save them anyway for metal salvage.

This is rumour: The model that I am used to wearing is going to vanish.

This is fact: If that model is one that the manufacturer has made for a number of years, it will continue to be made. It may have changed slightly, but, by asking for it by number and manufacturer's name, you will get its new (Continued on page 113)

CORSETS . . . RUMOUR AND FACT

(Continued from page 112)

counterpart. Don't be surprised to find some of the panels shaped slightly differently, for, as rubber is removed, bias-cut fabric is used to take the place of rubber inserts, or the pattern may be altered slightly to give the same control. Manufacturers had many months of experimentation before changing their standard models. Now that the changes have been introduced, you will find that the new corset is almost, if not entirely, identical in fit with the old one.

This is rumour: All good corsets are going to be so fabulously expensive I can't afford them.

This is fact: The ceiling price that applies to other commodities also applies to corsets. You will pay no more for the same quality corset than you paid last year.

This is rumour: Synthetic rubber will be used in corsets within the next few years.

This is fact: Synthetic types of rubber have been developed. Some of them are very satisfactory, but all of them are needed for the war effort. There is no reason to believe that any of this synthetic rubber can be spared for the corset industry for the duration.

This is rumour: I can't sit down, bend, or walk in a corset made without rubber.

This is fact: You will be able to dance, ride a bicycle, do any of the active things you are accustomed to do in the new rubberless corsets. They won't stretch as much as the old ones, but designers have been so expert in combining vertical and horizontal stretch that you can still be as active in them as ever before.

"Loveliest Rayons you've ever seen"

"LUX them", says Bonwit Teller

• You'll be pleased with the sheer flattery of these new rayons! "Lux them after *each* wearing. Dry thoroughly to keep them in fine fettle longer," says Bonwit Teller.

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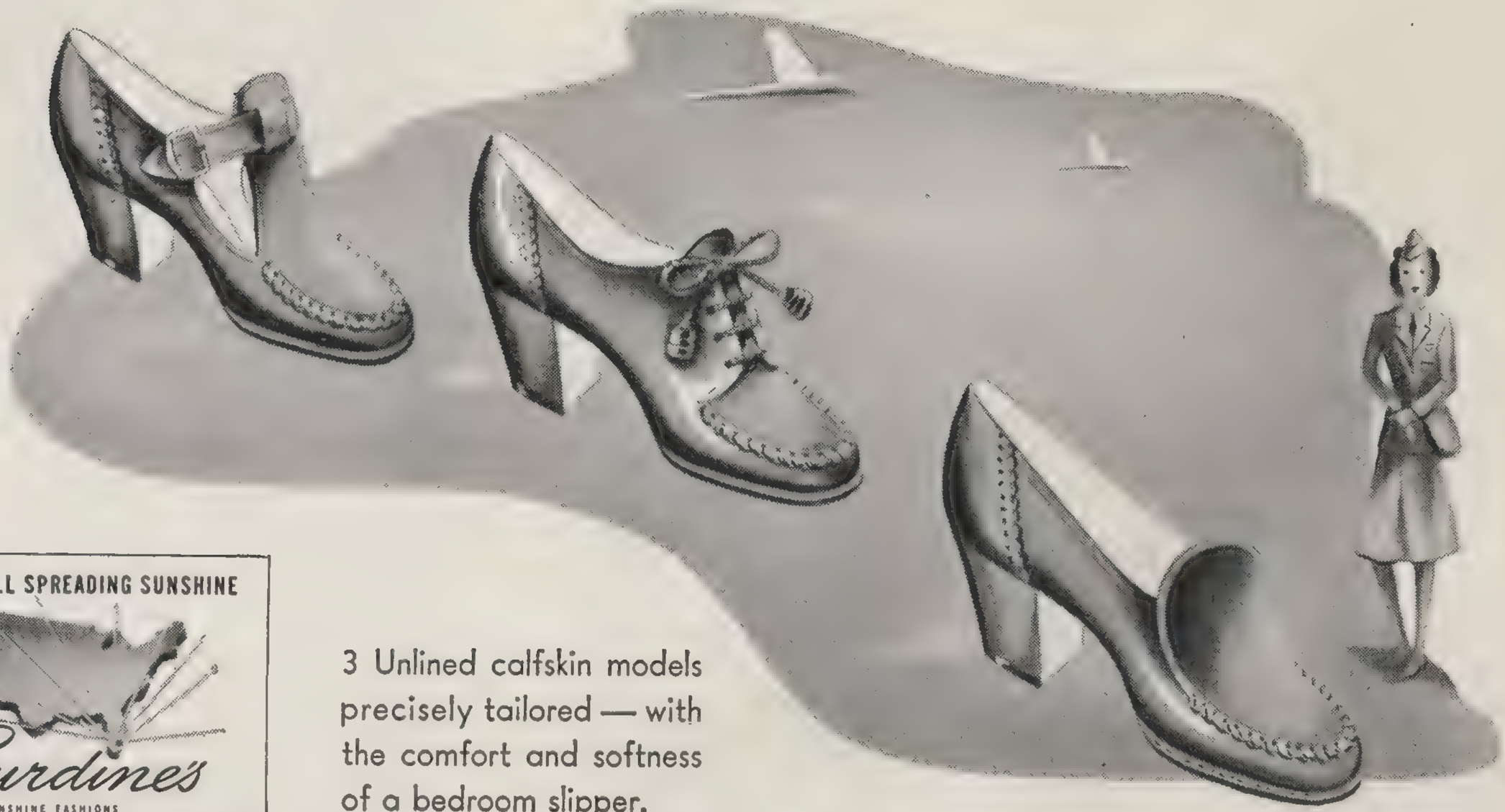

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3 Unlined calfskin models precisely tailored — with the comfort and softness of a bedroom slipper. Colors: White, tan, black. 12.95

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*Reg. U. S. Pat. Off.

WHAT MAKES AMERICANS TICK?

(Continued from page 52)

to describe anyone whose whole energy and purpose is bent on winning the war, in the Army, or in a submarine; in a defense factory or at a procurement desk; in a hospital, in a civilian defense office, on a farm, or in a laboratory—anywhere where every act, every decision, is referred to the war. When will these millions whose eyes or feet or hands, whose backs or brains or hearts ache with weariness, find courage to go on and on?

First, the good news versus the bad news point. That's partly a matter of the style of the war, certainly. War news is released slowly. There is a lot of it—different kinds. Those releases are being planned now. Not what shall the people be told. Our Government, being guided by democratic principles, believes in telling the truth—at some point. But the point is still chosen. The day one of our outposts falls, shall we also count up the number of enemy ships sunk that month, or shall we fill the newspapers with details of how a boy from Idaho dive-bombed to death and took a battleship with him? Probably on no point is there more argument. Should people be allowed to be optimistic? Won't they relax? Shouldn't the bad news be pounded into them?

Succeed, and You'll Be Right

We can answer the question by examining how American children are brought up, for the character of a people is determined in the early years, when mother smiles and mother frowns, father growls or reads the paper or applauds; by the failures and the successes of the small boy or girl who is being taught by the parents' every gesture what to do and what not to do in a perplexing, rapidly changing world. And what does he learn? First, that mother is the chief moral authority, so that all through life, in moments of extreme moral choice, it is what she would have said that matters. Second, that he will be judged mostly by what he does outside the home, in school, in athletics, later on at work.

His mother does not look into his eyes and say: "Who are you?" and expect a poem about "trailing clouds of glory from God who is our home" as an answer. She looks at her child's sturdy back as he leaves home, watches his jaunty step on the front path, and calls after him: "Stand up for yourself, now. And if Jimmy can make the first team, so can you. Don't let them push you around." Go out, go on, be successful, compete—not with Dad, who is already out of date—, but with other boys, with big brothers and cousins and neighbours just a little bigger than you are—compete and win—with clean hands, of course, never starting a fight, only finishing it nobly—and mother will love you. This is what young Americans learn every hour, every day—succeed, and you will be loved. "Fighting, fighting, fighting, die driven against the wall" is not a theme which means much to us. It might better be written: "Winning, winning, winning, die driven against the future"—for that is a fate we can applaud best.

But Americans boast too much, the worried experts say. Oughtn't they to stop it? It's so hard in international relations! And already diplomatic brains are grappling with how to handle the inevitable "We won the war" which will come from millions of American throats at the end of this war, as it did at the end of the last. The Russians dying with their backs not even to a wall, but to a river, won't like it. The Chinese, patiently breaking rocks with their hands to save their small supply of explosives for other uses, won't like it. The British people, working with stolid, unyielding courage in a bombed and narrow land, won't like it.

Yet because it is awkward internationally—and very awkward it is and will be—doesn't mean that it is safe, therefore, to drape our newspapers in gloom, to tell the American people over and over that they are losing, their production is terrible, everything is terrible. When this is true, it must be said, but only if it can be starred and spangled with the kind of success stories Americans understand—individual, brilliant deeds of men from small towns and small jobs—not of Generals, but of privates—deeds which any one of us might perform and boast of performing.

And at every step there must be room, not only to identify and boast with possible heroes made of the same stuff as we, but a chance to do something on our own—whether it be a battalion, an assembly line, or the air wardens of Precinct 9—each wants to have thought of something themselves; not something very big, but something a little better than that other battalion, that other assembly unit, the wardens of Precinct 10. "You can do better than Jimmy. If Jimmy can do it, you can do better." Through the years, mother's challenge, not to great deeds, but to new ones; not to the impossible job of being father—which carries with it a willingness to copy father!—but to the possible job of beating brothers and companions, rings in every American's mind. "Show what you can do yourself." When Americans wail, "Why doesn't Washington tell us what to do?", then is the time to get worried and take the pulse of the town or the manufacturer who should be saying instead: "Just look what I've done, on my own."

Be Right, and You'll Succeed

But Americans learn something else from the way in which their parents bring them up—a very special lesson which few peoples in the world have ever taught—a lesson only possible in a wide-open, expanding world where there was work for all and new horizons for the boldest—the lesson that earthly rewards come only to those who are efficiently and intelligently good. Whereas most European peoples have presented life to their children as a vale of tears or a lottery, in which one might, of course, go to Heaven when one dies, by being good, but in which goodness promised no sure reward on earth—the Puritan, who gave America her religious theme, promised otherwise. "Get the distaff ready, and God will send the flax" was the type of motto by which our great-grandmothers spun and wove.

Familiar as the idea is to us—cropping up (Continued on page 115)

WHAT MAKES AMERICANS TICK?

(Continued from page 114)

as it has recently in "Praise the Lord and Pass the Ammunition"—one has to search the poetry and religious expressions of the Old World for similar phrases to find how rare it is. For what does it mean, concretely? If you use your head, your brains, your hands, if you do everything within your power and capability—in the right direction—the reward will come on earth. Success will crown your efforts, if they are intelligent and good. Failure will prove either that your goal was evil or your methods stupid and inaccurate—or both. So Americans go flat under failure. Obstacles brace them. When there is a chance to try again, they may work harder than Europeans, because we do not interpret failure as a disgrace, but as a warning that we are not working hard enough, or in the right way. But if the failure is absolute, then something must be terribly wrong—with ourselves. We can not blame the Devil, or Fate—the God of the Puritans puts the blame back, back, back—on the shoulders of those who fail.

How Does It All Come Out?

So, if we are to fight at our best, we must be sure we are right. A war fought because "there is nothing else for it," a war fought because "we are in for it now," must, for any people, be a half-hearted war. But, for Americans, it is more serious than that. Because, being an active people, a people who have measured everything in objective, external terms, we must draw the conclusion that, when one is doing something as active as War, if it isn't right—a hundred per cent. right—then it may be a hundred per cent. wrong. And what would prove to the Americans that it was a hundred per cent. wrong? Why, the outcome, of course. If there is to be a better world after the war, a world with widening horizons for work and effort and visible rewards; if, as we draw the whole world closer together, we turn it also into a world of opportunity—then the war must be moving the right way.

War Aims—for Immediate Use

But if, after the war, there is to be another world-wide depression, with famine and misery and disorder roaming every continent—then the war must be wrong. It's as simple and clear as that. War aims are integral to the fight. Unless we intend to help build a better world, and unless we believe that in that building there will be room for success, we can not fight whole-heartedly. War aims can not be postponed until after the war...because we need all-out energies, *now*. We need the American character ticking along one hundred per cent. smooth. We can only hope for such performance if every American sees that the war makes sense in American terms. If you are being good—and intelligent—you will succeed. To succeed means to go further than your father went, to tackle something new and different, to design and to build for the future, to build—not a monument to our parents—but a house for our children. War aims showing that a house which will serve our children well must have a place for the children of every other people in the world—that there is the will to make that a good house—and that there will be work, and well-paid work, for all in the giant construction job ahead—such war aims can bring out every ounce of vigorous purpose that is in us.

RUMOUR—ABOUT JEWELLERY

(Continued from page 90)

TRUTH: The best cultured pearls came from the South Seas—not Japanese waters. While no shipments are coming through now, due to the activity of the Nipponese Navy, a very large consignment of South Sea cultured pearls arrived in San Francisco before the outbreak of hostilities, and there are enough matched and baroque cultured pearls on hand to last throughout spring.

RUMOUR: *No more compacts. We'll have to go shiny-nosed.*

TRUTH: No more cases can be made of white metal. Those you see in the shops were made before priorities went into effect, and they are there to be bought. But all kinds of new materials are now being used to make compacts: leather, plastic, shell, even compressed paper. And they're so attractive, you'll never miss the metal ones.

RUMOUR: *All the jewellery factories and workers are being converted to armament work.*

TRUTH: Most of these plants have placed their facilities at the disposal of the Government, but they have been permitted to reserve a small percentage of production to continue making jewellery.

RUMOUR: *If the costume jewellery business is put on the shelf, we'll be stranded without any ornaments.*

TRUTH: The necessary trend toward the real thing—antiques, semiprecious stones, pieces of real integrity and enduring value—has its compensations. They are not only attractive, but they are good investments for your money. And many of them cost very little more than costume jewellery. Many large shops now have departments featuring collections of antique jewels, and jewellers, estate auctions, even pawnshops are treasure-troves for charming and often inexpensive antique pieces. And what about Mexican jades, coral, California moonstones and abalone pearls, the jet beads our grandmothers loved, and Navajo silver and turquoise from our own Southwest?

Suzy advises

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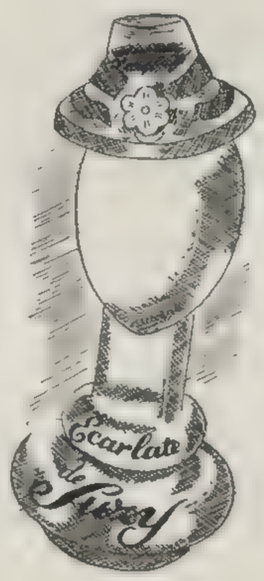
Perfume, $3.25 to $50
Eau de Parfum, $4.50

Boyish, gay? Wear light, teasing *Bandbox*

Perfume, $12.50
Eau de Parfum, $3

Brilliant, critical? Wear winey, sophisticated *Écarlate de Suzy*



Perfume, $3.25 to $50
Eau de Parfum, $4.50

Suzy Perfumes

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RUMOUR—ABOUT STOCKINGS

(Continued from page 91)

TRUTH: Wrong again. No nylon yarn has been delivered to hosiery manufacturers since February, 1942. Most mills had orders far exceeding their nylon production at that time and used up their yarn filling previous commitments. While there may be an infinitesimal amount of stocking yarn still in the hands of manufacturers, most mills will not produce any more nylon stockings until the peace is signed.

RUMOUR: *But what about the old nylon hosiery we are turning into the salvage barrels? Won't they be rewoven into new stockings?*

TRUTH: Parachutes come before sheer stockings, and that's where your old nylons go when they die. They are reduced to basic chemicals from which new yarn is made and woven into 'chutes for aviators.

RUMOUR: *Spun nylon stockings are the same as wool.*

TRUTH: Spun nylons look like wool and have some advantages over wool. They don't shed, they don't shrink, but they are not quite as warm.

RUMOUR: *All good lisle stockings cost $2 and up.*

TRUTH: Some extra-special ones do cost $2. Very good lisle hosiery is now retailing at $1.65 a pair, and lisles have been made to sell at prices as low as $1.35.

RUMOUR: *Silk stockings depreciate if kept very long.*

TRUTH: If they have been well-treated before you buy them, silk stockings can be kept two or three years, if protected from heat and sunlight. If you still have some, put them away in a dresser drawer carefully wrapped to prevent snagging.

RUMOUR: *All cotton stockings have crooked seams.*

TRUTH: The fault usually lies not in the stocking, but the wearer. There are some badly made cottons, just as there were silks, with uneven seams, but these are in the minority. One of the ways to tell a good stocking is to look at the seam and fashioning points.

RUMOUR: *Cotton wears like cast-iron. It won't run, it won't pop, in short, it wears forever.*

TRUTH: This might be true of the very heaviest ribbed cotton stockings, but the finer cottons are as fragile as other fine yarns. If you insist on sheer stockings, be prepared to have them wear out; and remember cotton is not elastic and will break if stretched too tightly. Any knitted stocking can run, regardless of its fibre.

RUMOUR: *All rayon stockings are shiny.*

TRUTH: New processes for twisting rayon yarn before it is knitted and special baths for finished stockings now make them as dull, or duller, than silk.

RUMOUR: *Since we grow so much cotton, there ought to be a surplus of cotton stockings.*

TRUTH: Cotton has gone to war in a big way, and our surplus is fast disappearing. All yarn to be made up into stockings must be spun, and we have a shortage of spinners in this country. Besides, the very finest cotton stockings are made from long-staple cotton yarn, and the chief source of long-staple cotton is Egypt.

RUMOUR: *Mesh stockings are just for people who like chichi things.*

TRUTH: Mesh stockings can be worn by the most conservative. The ribbed mesh are very flattering, because they make legs look longer and slimmer. The round-holed mesh are good with sports clothes, and the mesh acts as a run deterrent. Take it from us, mesh stockings are here to stay.

RUMOUR: *There will only be one colour for stockings.*

TRUTH: Some manufacturers will limit their colours to two in each fabric, but there will still be different shades by different makers. After all, even when choice was unlimited, smart women wore one of the neutral beige shades, anyway.

RUMOUR: *All cotton and lisle stockings get fuzzy when washed.*

TRUTH: Cotton stockings need as much care in laundering as the finest silk. They should be doused in mild soap flakes and lukewarm water, thoroughly rinsed, and gently squeezed in lieu of wringing. It is the rubbing together that causes that nubby effect. Washed carefully, they will stay flat and smooth.

RUMOUR: *All cotton stockings are so heavy that they are only suitable for wear in the country.*

TRUTH: Ribbed mesh stockings are sheer enough for tailored and spectator suits, while lacy, mesh cottons have been designed especially for wear with evening clothes.

RUMOUR: *All rayon stockings will disappear shortly, for rayon is going to be frozen for use in tires.*

TRUTH: There may be somewhat fewer rayon stockings, because rayon is being used in the war effort; but the Government assures us that we will continue to have enough left over for civilian stockings.

SORRY IF WE'RE LATE . . .

The war is taxing the nation's transportation facilities to the limit, and there will undoubtedly be delays in the delivery of your copies of Vogue. We regret the inconvenience to you, but this is a matter entirely beyond our control.

TWO-COAST NAVY

Versatile jacket and skirt that slips from morning into afternoon with good grace, and can be worn in part with other combinations. Of navy wool crêpe, with a quilted jacket and white cotton piqué collar. A Junior Guild design

For spring and summer, own at least one navy-blue outfit that's cool and casual for everyday living. A striped wide-awake bow, and cuffs...less susceptible to soil than all-white ...on Celanese rayon crêpe. A Nat Ribback design—at Russeks

LUIS LEMUS

For that quick, easy change you often want these days...try a buttons-all-the-way-down-the-front outfit such as this simple, navy-blue Pacific wool waistcoat suit...with a white flare of piqué cuffs. A Margie Joy Junior; at Saks-Fifth Avenue

★ ★ ★ ★ ★ ★ ★ ★

Favorite of the Month

For the American way of life . . . a handbag dedicated to duty and to beauty. Deep folds of leather add grace and softness, and allow room for the myriad of things a busy woman carries. Black Patent Leather, or the season's leading colors in Gahna Morocco.

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Flexees

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FLEX-ible EASE is the key to FLEXEES

KNIT IT YOURSELF

There's no shortage of bright ideas for you who are skilful knitters. Try this yellow-and-gold evening sweater of Bernat yarn. For instructions, send 25c to Alice Maynard, 558 Madison Avenue

Any way you look at it, this striped jacket is right side out—it's reversible. Knit it of green Bernat yarn, line it with red flannel. For instructions, send 25c to Alice Maynard, at 558 Madison Avenue

Leg show for knitters: beige wool in an enormous design. They're the kind of stockings that you'll wear day or night. For instructions, buy Minerva Stocking Book—Volume 63. Stern's has it

A top choice for an ambitious knitter: this warm jacket-coat in a trim, knubby-knitted stitch. Try it of navy-blue Alva Down. For instructions, write to Sara Hadley, 11 East Fifty-Fourth Street

JOFFÉ

HAND-KNITTED FOR YOU

If you're unskilled labour, when it comes to knitting, there are handsome hand-knitted costumes, ready-made. This jacket is in navy-blue and white, piped in navy; has a half-belt in back. Design by Anivo

Draught-dodging jacket—the windbreaker front is of turquoise-coloured leather—the hand-knitted sleeves and back are of black wool—rib-stitched. Erica de Meuron design. From Bonwit Teller

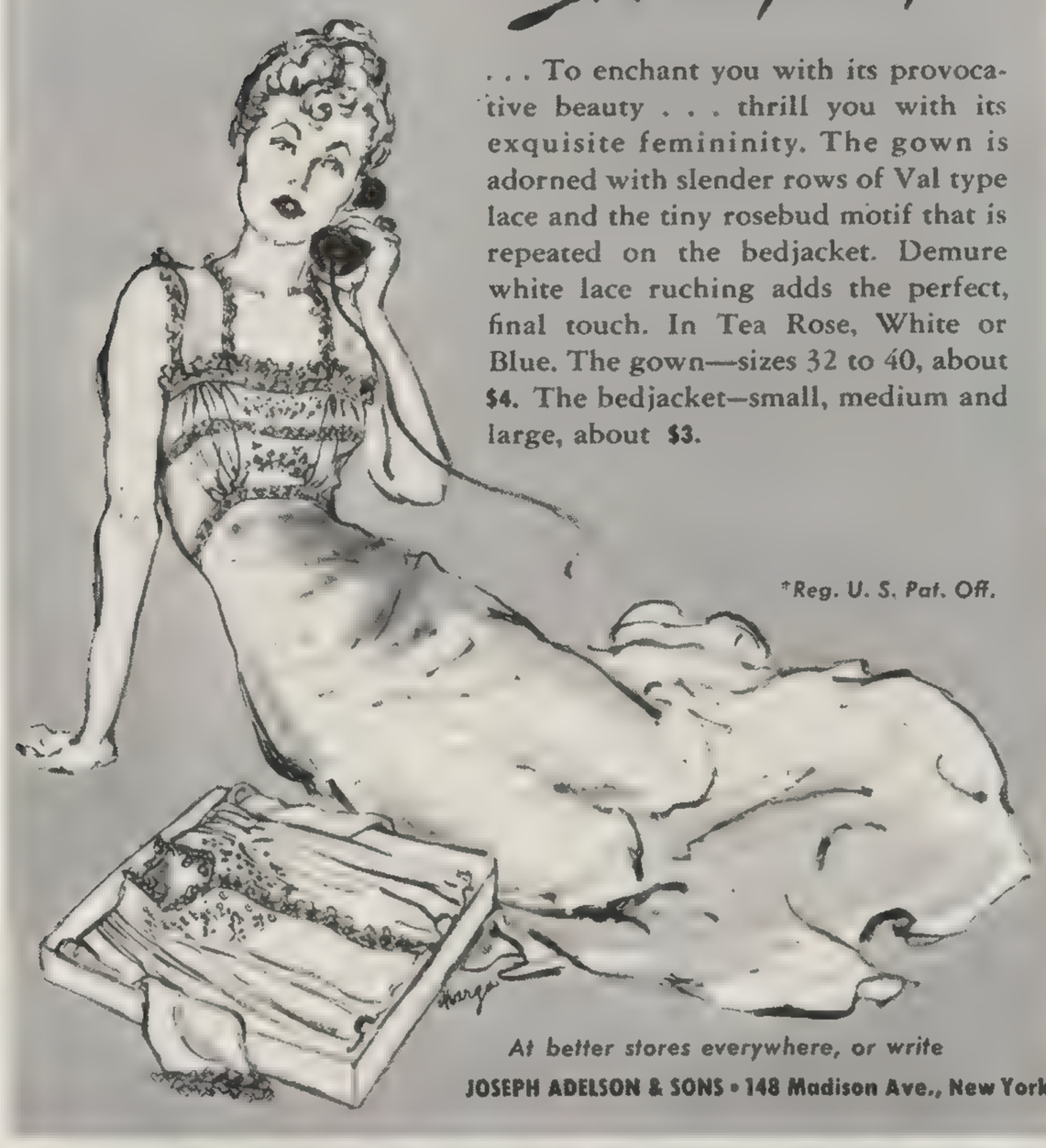
Day-into-evening suit, black wool piped in black velvet—it's the kind of suit that will keep you warm and pretty. The close, mesh-like stitch—hand-done—is contrived to keep its shape. Designed by Anivo

Pretty heating system for under-heated houses: a red sweater by Clarepotter for slacks or dinner-skirts. Mop-like black wool out-

"Nocturne"

flower-touched lingerie of Bur-Mil* rayon crepe created by

Shirley Ray



. . . To enchant you with its provocative beauty . . . thrill you with its exquisite femininity. The gown is adorned with slender rows of Val type lace and the tiny rosebud motif that is repeated on the bedjacket. Demure white lace ruching adds the perfect, final touch. In Tea Rose, White or Blue. The gown—sizes 32 to 40, about **$4.** The bedjacket—small, medium and large, about **$3.**

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"FANTASY." February Blouse-of-the-Month makes you feel the closeness of spring. You have visions of wearing this all-round tailored shirt with suits, tweed skirts, and your favorite slacks. Most of all, you want it now for a spring feeling under your winter coat. Of "Bambi" spun rayon, in lovely new spring shades.

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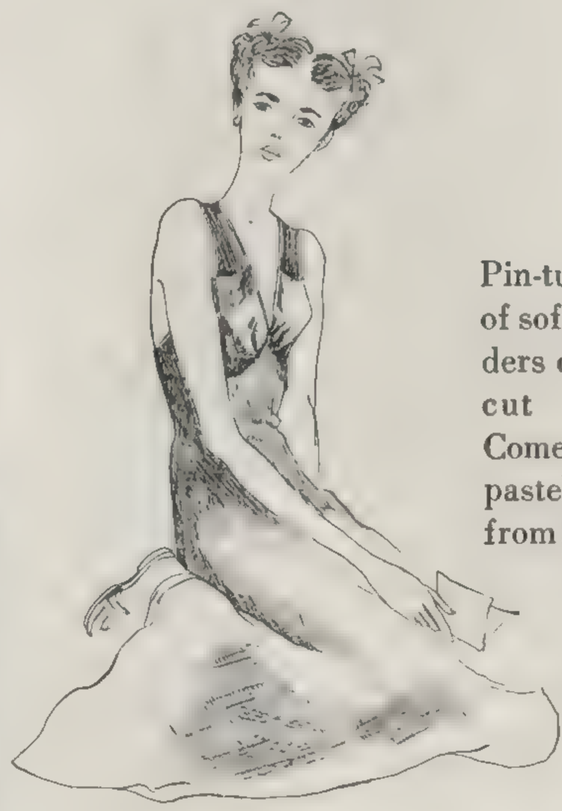
LINGERIE

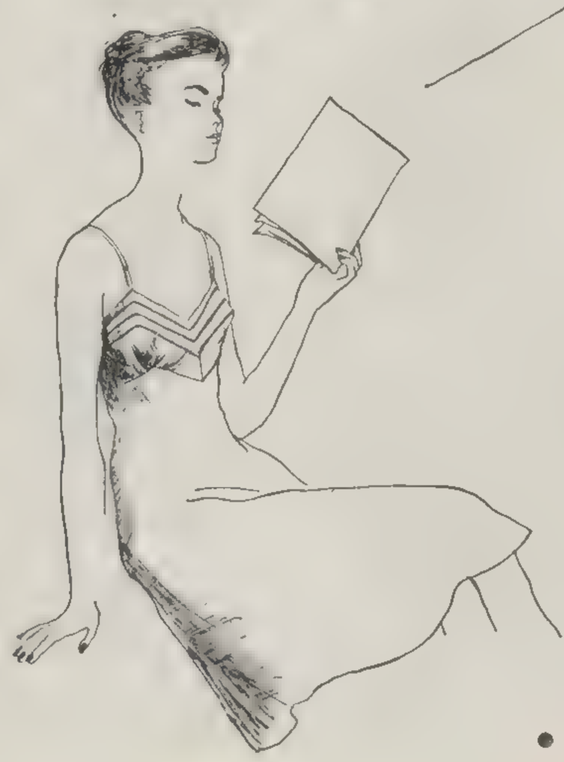
Lingerie that's law-abiding and lovely. All on this page of Bur-Mil rayon crêpe. Left: White "Trillium" nightgown. $4. From Oppenheim Collins

A flattering square neck, with a high-waisted, Empire effect, on a nightgown with rayon satin appliqué roses at the neck and below the waist. $4; from Macy's



Pin-tucking...for a note of softness on the shoulders of a tailored, well-cut "Tommiegown." Comes in several nice pastel shades. $5. It's from Saks-Fifth Avenue

Trimly fitting...with a wide midriff of eyelet embroidered batiste and a dirndl-gathered front. A "Vendome" nightgown in the spirit of the new 1943 slim lines



Try a slender understudy for this year's slender dress. This slip has inserts of narrow rayon satin and crêpe with ladder-stitching. "Eastern Isles" design

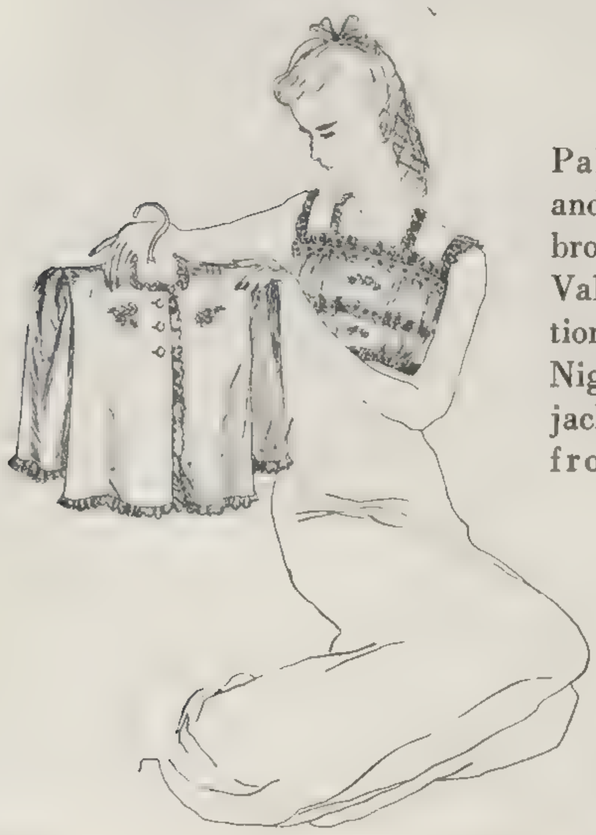
• All: Bur-Mil rayon crêpe

THAT LASTS

Lingerie that doesn't go "yellow"...never shrinks. All on this page are of Bur-Mil rayon crêpe. Right: Soft, tubbable "Mary Jane" pyjamas; $6. From Bonwit Teller

Strictly feminine—still as per W.P.B. Collar edge, sleeve ruffles, and inserts of Val-type lace. "Lady Leonora" nightgown. $4. It is from Oppenheim Collins

Glamorously cut and softly shirred bodice... on a rayon crêpe-back satin skirt. An "Alida" nightgown in shades you'll like. $5; from Lord and Taylor



Pale blue nightgown and jacket; pink embroidered flowers and Val-type lace. Combination by "Shirley Ray." Nightgown, $4. Bedjacket, $3. Both are from Bloomingdale

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OVER 90% OF THE MAKERS OF ALL STOCKINGS ADVISE LUX

ON WITH THE CARDIGAN

Cardigan sweaters can be on call for many a season; many a costume. Here—a cotton chenille one by Tish-U-Knit, in a brown-and-blue zigzag stitch; $4. Brown wool slip-on; $4. McCreery

A cardigan that's in the groove—literally. It has a deep, furrow-like stitch. Wear this sweater buttoned high, or jacket-wise with a blouse. Of pink chenille and rayon; $4.50. A Regina design

Like a trim jacket, this cardigan sweater is meant to *fit*. It's smooth across the hips; pin-neat at the shoulders. A Jane Irwill sweater of stamp-blue rayon-and-wool; it's $8. Saks-34th Street

LUIS LEMUS

It's able, all-seasonable—this spice-coloured rayon sweater by Helen Harper. It will willingly top your slacks or skirts. In a knubby-knitted stitch, with two pockets; $4. McCreery has it

PLASTICS IN THE FUTURE

(Continued from page 57)

ball dropped a distance of two feet, and they can be exposed to steam at 250 degrees for thirty minutes without damage. Even Army buttons are being made of plastics, which represents a saving of 60,000 pounds of brass.

The dictionary defines plastics as materials capable of being moulded—but, obviously, the plastics of today are not like baker's dough or the clay we played with as children. To most people, plastics has been a cryptic term, obscured by unpronounceable chemical terms, or at best confused with face-lifting and plastic surgery.

Plastics, as defined by industry today, are derived from Nature. Fundamentally, they are all organic matter derived from carbon combined with chemicals like hydrogen, oxygen, nitrogen, and combined also with low-cost agricultural raw materials, like cellulose from wood or cotton, or with proteins like skim milk, dorn, or soy-beans. These organic materials are softened into a plastic or molasses-like form and are hardened or fixed into any desired shape by the application of heat and great pressure. They may be transparent, translucent, or opaque, mottled or solid colours, pastels or black.

The Case of the Billiard-Balls

African natives really started the plastic age by killing too many elephants. For as the number of elephants went down, the price of ivory billiard-balls went up. The rise in price stirred an American manufacturing firm to offer a $10,000 award for a synthetic billiard-ball. In 1869, the prize contest bore fruit. Working late at night in a little printing shop in Albany, John Wesley Hyatt found that cellulose pulp, treated with nitric acid and camphor, could be pressed into almost any shape when hot. Hyatt called his product Celluloid.

Unfortunately, he never got the $10,000 because his first billiard-balls were imperfect. Years later, when Celluloid spheres reached the Coast, one Western poolroom owner complained that every time a billiard-ball broke, his place was wrecked. The resulting explosion would bring every cowboy's six-shooter out of its h

dows, as were the dashing Model T Fords.

But the cornerstone of the vast plastics industry was not laid until about forty years later. Dr. Leo Baekeland, working in a tiny laboratory in Yonkers, New York, discovered that a reaction of phenol and formaldehyde with catalysts (substance that accelerates a chemical action) could be made into an infusible mass. This he called Bakelite. Since then, the development of plastic has been nothing short of phenomenal.

Plastics in Fashion

Now let's translate all this and see what we've got, or what we will have. From the ground up, we wear plastics—from heel to bonnet. Plastics start in synthetic rubber soles, artificial leathers, in the eyelets on our Oxfords and the tips of our shoe laces. We wear dresses and hats made of casein fiber (Aralac, the latest casein fiber was developed by one of the largest dairies as a use for waste skim milk). We wear nylon and rayon stockings. And plastic belts, buttons, and jewellery trim our dresses. Compacts, lipstick-cases, spectacle frames, raincoats are among the taken-for-granted, countless plastics of our daily life.

But in the fashion world, the most outstanding plastic developments are woven plastic textiles which won't shrink, won't crush, and won't fade. You can clean them with a damp cloth. And they'll wear long enough to be the sixth generation's antiques. These fabrics are made from plastic filaments, tiny pipe-like fibers woven and spun into interesting patterns. They are tough, they are not flammable, and they are incredibly light. Plastic yarns are new, but their first cousins, rayons and nylons, have already become usual.

Not Cheap, but Excellent

But plastics are not cheap. And there is no reason why they should be. The materials themselves, when properly handled, have intrinsic value. They have advantages which no other materials possess. And fine craftsmanship is always costly, but always worthwhile

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the soft, wide permanent that really lasts!

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BUR-MIL rayon crepe, your guarantee of lasting wear...Precision Maid tailoring, your assurance of figure-flattering fit. Above, "Classique"—*about $2.25.*

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* Reg. U. S. Pat. Off.

HOW TO BUY WHAT YOU CAN BUY

(Continued from page 69)

QUESTION: *Are clothes likely to be rationed?*

ANSWER: As we go to press, the possibility of general clothes rationing seems fairly remote. If national necessity demands, it will come; but there is no indication of it now. One reason is that American designers are voluntarily doing everything in their power to save fabric—every possible yard. Of their own free will, they've pledged themselves to use less fabric than the law allows, to make do with less than L-85 stipulates.

They are designing silhouettes almost as narrow as shoe-strings, substituting short for long sleeves wherever feasible, concentrating on short evening dresses—all of which will conserve thousands of yards of fabric. It's a conservation measure—but a complimentary one, too—as you can see from the examples in this issue.

Each individual woman, too, can help postpone the day of rationing. Buying wisely, buying intelligently, will help stave off rationing. Panic-buying, hoarding, stocking up selfishly for the future will bring it on. Buy only what you need, buy the best and most enduring thing you can, take care of what you buy, use up what you have, practise self-discipline, and there'll be no need for Government discipline.

QUESTION: *Will colours be limited? Will bright shades be dimmed out for the duration?*

ANSWER: It's true that many basic chemicals used for dyestuffs have been requisitioned by the Government. But the dye quota for civilian use is ample enough. In this issue, you'll see many a bright coat, suit, or dress. And all spring, you'll see reds, hot-pinks, bright blues, aqua, green, yellow, and violet—as well as those classic staples: black, navy, beige, and grey.

Grey, by the way, is more important than ever for spring. The reason is double-barrelled. Grey is sparing in its use of dye. Grey is one of the most capable colours for busy lives. A good grey suit—perhaps a chalk-striped one—is apt to be your uniform this spring. A uniform that is universally becoming.

QUESTION: *Is there enough wool for civilian suits and coats?*

ANSWER: Yes. There is more wool in the country now than last spring when all the panic-buying went on. Convoy ships returning from Australia have brought large cargoes of it back to America. And our domestic clip is staying at the impressive yearly figure of 450 million pounds. Much of this great stock is earmarked for the Armed Forces, many looms are given over to making uniform fabrics, but it is even probable that civilians will have more wool during the coming year than they had last year.

QUESTION: *How can there be a shortage of cotton when America is the great cotton producing country of the world?*

ANSWER: Many fine-count cottons have gone to war for shirts and sheets and sand-bags and other military equipment. Lend-lease commitments have reserved quantities of cotton for needy nations. Lack of man-power and looms to weave it have also curtailed the supply. Still other cottons have been drafted for defense workers' clothes. That doesn't mean, however, that you'll spend your summer in grass sarongs. There are still enough cottons—such as ginghams, calicos, glazed chintzes, long cloth—for civilians, if we buy wisely and well.

QUESTION: *What about rayon?*

ANSWER: Many rayons, and almost all nylons, have gone to war in parachutes, flare cloths, and bomber tires. Many others have gone to relieve the desperate shortages of our Allies. The shortage exists—not so much in quantity—as in types of rayon fabric. Most of the classic rayon fabrics that you have worn year in and year out... such as rayon jersey, taffeta, bengaline, sheer or mossy crêpe...will still be available.

QUESTION: *What about metal fasteners? What about belts?*

ANSWER: Hooks and eyes are scarce, but maybe soon you will have plastic hooks and eyes. Metal slide-fasteners are scarce—almost the whole production has been turned over to military use—but slide-fasteners of plastic are now appearing. No new metal buttons are being made, but there are quantities of antique metal buttons and unlimited supplies of fresh-water-pearl, wood, braid, shell, or glass buttons. Even if there wasn't a fastener in the country, you could trust the designers to think up some ingenious way of closing clothes...remember the draw-string. And don't forget, if you make your own clothes, to salvage that slide-fastener from a worn-out dress and put it to work in your new one.

Metal buckles and fastenings for belts are scarce, but attractive buckles are made of leather, bone, plastic, and wood. Almost as many bright belts as classic coloured ones appear for spring. Patent leather and saddle leather belts—because they're made of calf—are slightly curtailed, but still available are belts of capeskin, suède, white, gold, or silver kid...all of which are made of sheepskin. And plentiful, too, are belts of fabric and string.

QUESTION: *Is it true that we'll soon be wearing clothes of wood or paper or glass?*

ANSWER: Not until after the war. They're only in the experimental stage now. These new fabrics—made of soy-beans, redwood trees, compressed paper, glass—exist chiefly in laboratories now. The man-power and plants and looms are too preoccupied with war work to put them into production. But after the war, you'll very likely be wearing them...which is another reason why it's pointless to hoard clothes today. After the war, fashion may have a completely new face.

IF YOU CARE—TAKE CARE

By Brooke Marshall

If you have nice belongings, and, by nice belongings, we mean anything from a Louis XV. bergère to a good vacuum cleaner—this is the moment to learn how to take care of them.

Lovely old furniture should be more cherished than ever since this darkness has fallen on the world. Your useful and practical time-savers now come under the heading of "civilian gadgets," and new ones are "out" for the duration. So this is the moment to have your furniture shining with loving care, and your ice-box smelling as fresh as a new-born babe.

This is the moment to smarten up, to tidy up, and to live up to the very highest standard. If you have inherited fine silver, or books, or rare furniture, remember that it is your privilege and duty to pass them on in all their beauty to the next generation. Good servants who knew all the tricks of perfect maintenance are going or gone—taken away from us by defense work or taxes. So it is up to the mistress of the house to be on the alert herself, and to wage a total war on dust and dirt and dilapidation. Here are some tips on how to do this.

Silver

We no longer have our sideboards laden with silver tea-trays, épergnes, candelabra, et cetera, because those sideboards covered with silver meant hours of care. However, we can still keep out certain pieces without the bother of cleaning them at all.

Candlesticks, tankards, loving-cups, trophies—in other words, pieces which are not in general use—can be coated with a thin lacquer, which will keep them from tarnishing for a period of from six months to two years, depending on conditions. This lacquer is not expensive, is advocated by our best silversmiths, and does not harm the silver in any way. In fact, it is beneficial, as it keeps the dust off, and dust if left on will cause dark spots on silver.

For pieces in general use, such as your flat silver, be sure always to wash them in separate water from the dishes. The salt that is used in food and is washed off the plates will eat into the silver. Clean your silver with any good silver polish or paste (using a silver brush for repoussé pieces) and rub with a soft cloth. Canton flannel a yard square is the best and most economical cloth for polishing silver.

In putting silver away, use Canton flannel bags, if you have them; if not, use fresh white tissue-paper. (Black paper is an exploded theory.) Never put a rubber band around silver; it will leave a mark. In the drawer with the silver, some people put camphor squares. Camphor dries the air, and prevents tarnishing.

Furniture

In the steam-heat, furniture dries and cracks, as we all know. It is, therefore, advisable to wax furniture every two weeks. Don't let the wax dry until it is hard. Put it on—then with another cloth start rubbing it in, in circles.

The bane of the housekeeper's existence are the stains made on tables by alcohol. There is a lacquer which can be applied to furniture and which is both heat- and alcohol-proof. It also keeps up the tone of the wood, and wax can be applied over it. It lasts indefinitely, but is expensive. For instance, a surface the size of a tea-tray costs about $18. However, to do one or two tables which are used most, would be a saving in the end.

Leather can be lacquered, too, and lacquer is especially useful when applied to a leather desk-top. However, just to get a soft, mellow sheen, saddle soap is very efficacious, and will last for a long time.

Among the patent stain removers, "Reviva" has been found to be one of the best. It will remove most "white ring" stains after a couple of applications.

Books

If you want to have your fine bookbindings gleaming from their bookshelves as bright as Marguerite's jewels, use one of these formulas, which can be made up by any chemist:

Lanolin 40%
Neat's foot oil (acid free) 60%

Put on with a soft paint-brush; leave on for forty-eight hours; rub off with a soft flannel cloth; finish with a fleece polisher.

And the other one, which is more complicated, is this:

Lanolin (hydrated)
White beeswax
Neat's foot oil (in equal parts by weight)

Hold in palm of hand until well warmed; then rub evenly and thoroughly into binding and marbled paper. Let stand for forty-eight hours. Then polish thoroughly with soft flannel cloth. Finish with a fleece polisher.

Table Linen

Linen should be rotated. It is bad for linen to lie too long folded in the linen-closet. If you are putting linen away and are not going to use it for a long time, put it away rough-dried and loosely folded.

Try to go to as good a laundry as possible. Be suspicious if your towels and sheets come back whiter than you have ever seen them. It means that a chemical is being used, and very soon you will see spots where the linen is wearing thin.

For fruit stains or wine stains, hold the stained part over a steam-kettle until the stain disappears, or, if it is late and you are sleepy, soak it in milk overnight.

Blankets

With all our wool being needed for our men in the Armed Forces, it is up to us on the home front to preserve the warmth and beauty of our good blankets as best we can. Here are some important points in blanket care.

To keep your blankets soft and fluffy, have them washed, and have them washed before they get dirty. Washing is far better for the nap than dry cleaning. But—*do not under any condition put them in a washing-machine.* To wash them properly, fill a tub full of lukewarm, in fact, tepid, water. Put your soap flakes in and, when you have a good foam, put your blanket in. Dip the blanket up and down slowly, letting it fill up like a sponge; then slowly squeeze it out. (Always treat a (Continued on page 126)

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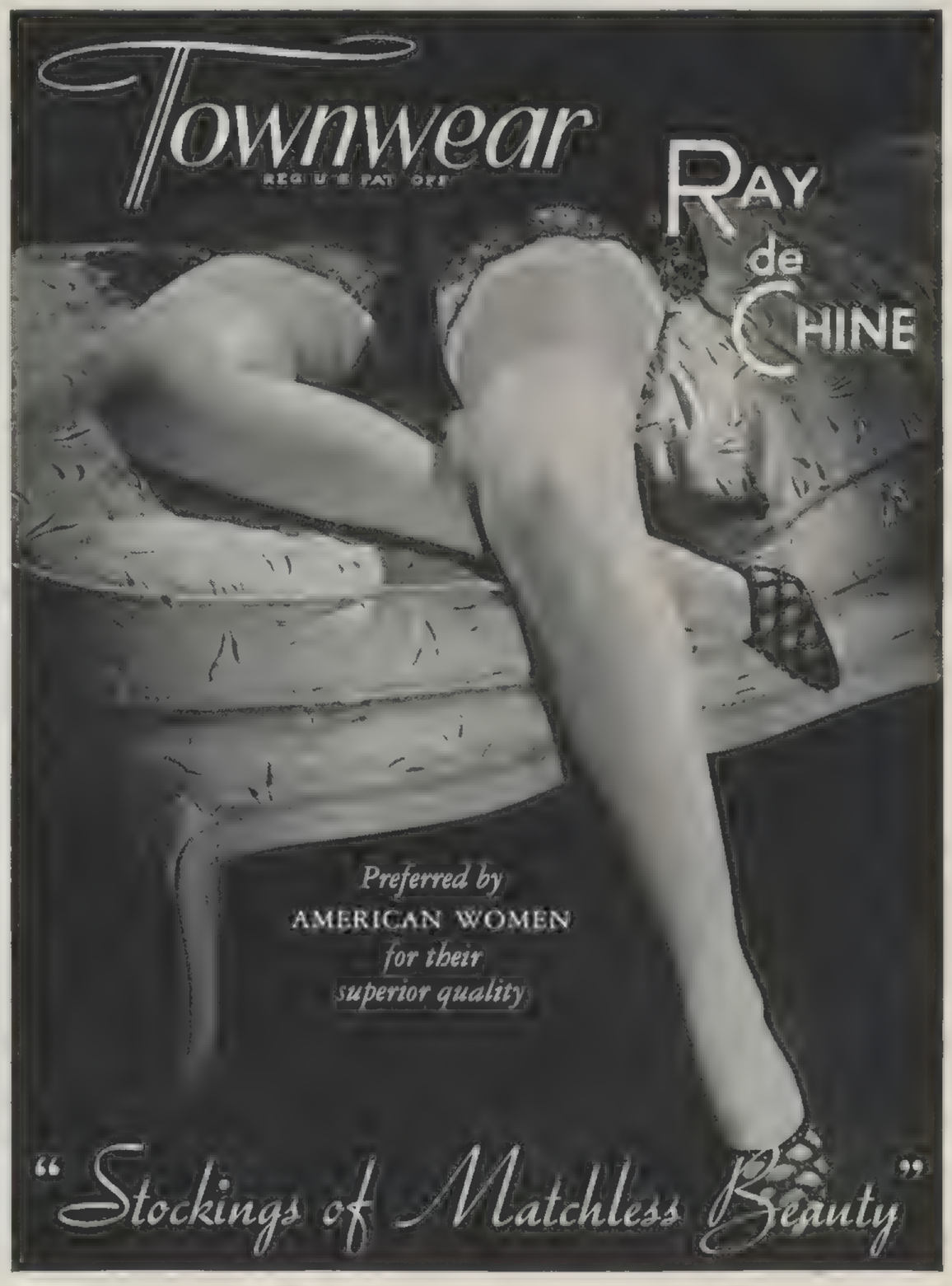


IF YOU CARE—TAKE CARE

(Continued from page 125)

blanket gently; even in trying to get a spot out, do not rub hard.) Keep doing this for about ten minutes and then, squeezing out as much water as possible, put it in a tub of fresh tepid water.

Rinse it in three or four waters, to remove all soap, squeezing water out after each rinse. When you hang it up to dry, hang it across the line with the binding hanging down on each side. When the blanket is partly dry, reverse it. Brush it with a clean, dry whisk-broom when dry to raise the nap, being careful to brush in one direction only.

If you can not wash your blankets at home, go to a reliable laundry, where they have special equipment for washing blankets.

And don't forget that in putting your blankets away, fold them loosely, and never, never put them away dirty.

Electric Ice-Box

Defrost your ice-box once a week. You will get a hundred per cent. better service and use less electricity. If you are in a hurry, turn off the ice-box, take the ice out of the ice-trays, fill them with hot water, put them back, and close the doors. The machine will be defrosted in fifteen minutes, but watch carefully that the water does not overflow all over the kitchen floor.

When the machine is completely defrosted, fill a bowl with warm water and put a generous tablespoonful of bicarbonate of soda in it. Wash the ice-box carefully with this, and you will notice how much fresher your food tastes.

Household Hints

Do not despair if your upholstered furniture is stained or just plain grimy. There are many products on the market which will both remove stains and clean the furniture. Most of these just require to be rubbed on and then left to dry.

Incidentally, if your cooking utensils look stained and dark, or if you have any nice pewter or copper which looks dingy, try "Samae." It works like magic in brightening metals.

LINGERIE LINES UP WITH WPB

(Continued from page 89)

with voluminous folds, non-functional frills, and lace under her work dress or uniform?

Order L-116 asks us to forgo double material yokes, balloon, dolman, or leg-of-mutton sleeves, more than one pocket, hems exceeding one inch, ruffles anywhere below the belt. (There are no restrictions in regard to ruffles and trimming above the waist.)

Yardage is regulated by a maximum measurement scale. For instance, a size 32 nightgown must not be wider than 68 inches, or longer than 54 inches. A size 32 slip must not be wider than 56 inches. (Larger sizes are scaled in proportion.)

Hand-made lingerie is definitely on the scarce list. Much of our handwork has been done in Puerto Rico, and limited cargo space and U-boat sniping have curtailed the amount that can get down and back. The patient, painstaking hands that can do handwork in this country are not numerous, and many of them are busy doing precision work in defense plants.

Silk lingerie hasn't entirely disappeared—there were large stocks of silk in the country before the beginning of the war, and not all of them have been depleted. But, for the most part, your lingerie will be of rayon crêpes, satins, and sheer materials.

Laboratories have made such strides in perfecting the weaving and finishing of rayon that today a good quality rayon fabric is ideal for lin-

it refuses to shrink, stretch, or sag; in old age, to mould or rot. In short, rayon can take it—and remain soft.

Cottons, too, will make a share of spring lingerie. In the very beginning, lingerie was entirely made of cotton and linen—and is one regression that makes complete good sense. Cottons are amiable about laundering, cool and fresh for all occasions, long-wearing, and clean-wholesome-pretty.

War has brought a reduction in the number of colours available for your lingerie. The eighteen or twenty shades you've had in the past will be lessened to a few basic colours: such as pink, blue, white, yellow, and tea-rose. But most women never wanted more. There will still be a few prints in rather simple combinations. Contrasts are achieved by coloured appliqués, faggoting, pipings, and monograms.

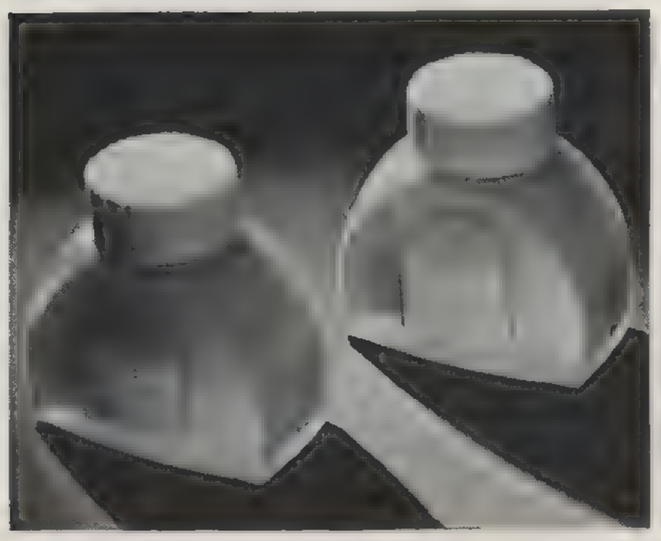
No matter what shortages there will be, there will still be lingerie as long as there are women. Already, some excellent examples of versatility have been produced. Nightshirts of mid-calf length have evolved from the yardage curbing—and bring back a Victorian flavour. Pyjamas are made into "shorties"—a cool idea for summer.

America has always found ways to utilize what there is, or to develop substitutes for what there isn't, and lingerie—that lilting, ladylike word, lifted from the French by Sarah Hale, editor of *Godey's Lady's Book*—will be no exception. In this year of our war, the lingerie centre is in New York

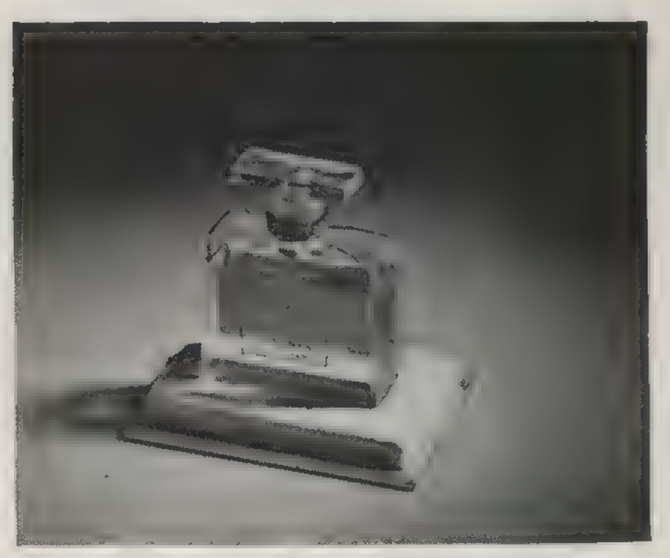
DISCOVERIES IN BEAUTY

Tucked away in the pockets of this denim apron are creams, make-up, cologne. It's a *natch* for trains, desks, or lockers, since it folds up flat. Harriet Hubbard Ayer "V-Kit." Lord & Taylor

Sofskin Creme not only helps to keep your hands soft while you work, but also helps smooth away the ravages of same. It's a before-and-after for suds, grease, dirt. Comes tied up in a taffeta wrap. Stern's



Westmore's Overglo is a new liquid foundation—developed for the movies. It spreads as easily as a rumour, leaves a powdery finish. And it has an oil base, so it isn't drying. Arnold Constable



Babani's "Secret Princesse Nefertiti" is a perfume to echo the strange beauty of the Egyptian Queen for whom it was named. It is a fragrance, with the feeling of hot sun and spices. Saks-Fifth Ave.

"Gypsy Patteran" (Prince Matchabelli's new cologne) is woven of scents as varied as the flowers in a gypsy lover's-wreath. Crown bottle in a ribboned and belled tambourine. Bonwit Teller has it

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. . . and my hair does it!

Like many women, I found that though my face was still young, my "mousey" hair made me look old! So I transformed my dull, drab hair into waves of gleaming color...and transformed my whole appearance! One simple Eternol treatment by my beauty operator did it! Yes, it's wonderful to look 10 years younger — why not try it!

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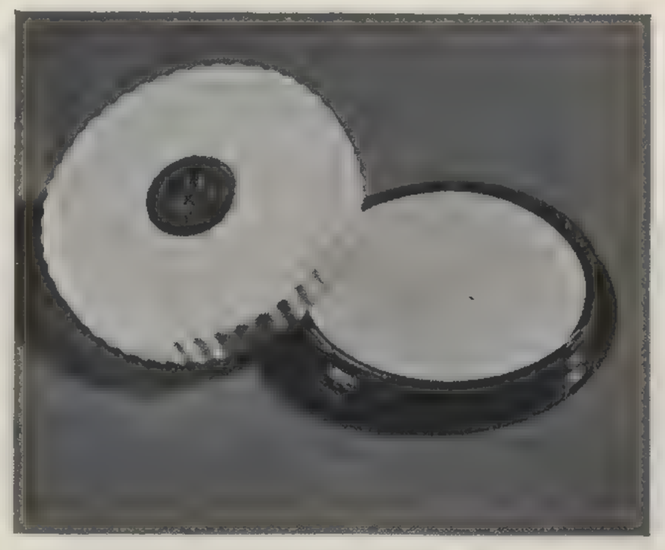
The Pioneer*, slick smooth 1943 Hill and Dale original fits and flatters like a glove, just as flexible, too. Of calf—hand rubbed and mellow, it grows more lustrous with every polishing. With built-up leather heel, military or spectator, it's perfect for side-walk pounding.

The Pioneer and other Hill and Dale Shoes are priced from $8.95 to $10.95 and are sold by good stores everywhere. For their names, write the Dixon Bartlett Co., Baltimore, Md.

DISCOVERIES IN BEAUTY

No time for dawdling—women want a quick cleanser to stow away in desks or lockers. Elizabeth Arden has a honey—"Screen-Stage Make-up Liquid Cleanser," which has left the stage for business

Knize, one of Paris' favourite tailors and shirtmakers—was famous, too, for his pungent, dry, almost bitter "Knize Ten" cologne. It is now made here, and crated in a wooden box. 20 East 56th Street



Here's a new cake-foundation (a miracle at covering small lines, small blemishes, and freckles) which comes in a purse-size plastic compact. Louis Philippe Angelus Make-up. At Gimbel's

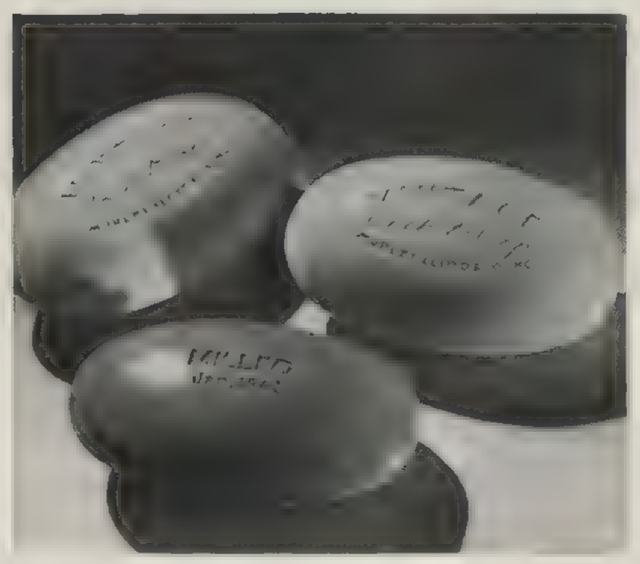
For the enthusiasts who grew to love leg make-up last summer, Rose Laird now makes a "Winter Leg Tone." This has an emollient in its formula, which helps to keep your legs from chapping. Macy's

VOGUE STUDIOS

Hedda Maar has a very small, very compact, very useful group of complexion goodies. Her "Exquisit" creams, beauty lotion, and "Anytime Cream" are all uncomplicated and worthy. Bloomingdale's

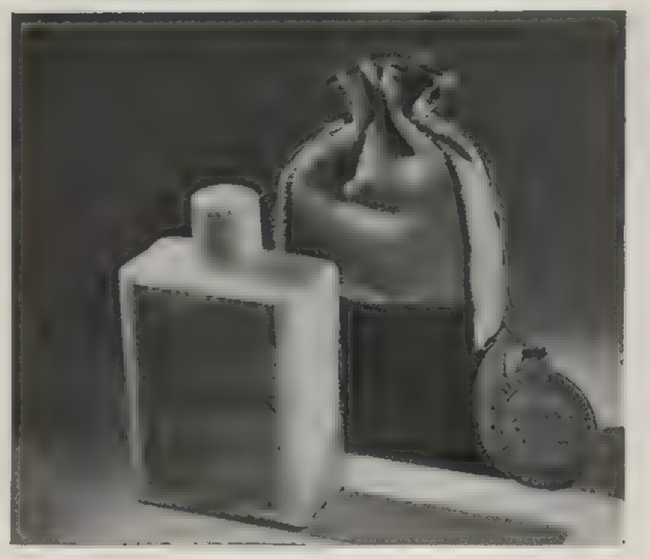
DISCOVERIES IN BEAUTY

Here's a lipstick-case, light as a feather, right as a trivet: it uses shiny candy-box paper amusingly. Tussy thought it up—and printed it with spring gloves holding a spring bouquet. From Bloomingdale's



Vintage Soap is the brain-child of Murley Lloyd. Each cake is dated—with the plan that you stock it and age it, while it becomes more bland. "Rose," "Bouquet," "Jasmin," "Pine." Stern's

Here's a speedy deodorant, that saves your fingernails—5 Day Underarm Pads. They're circles of flannel soaked with an effective formula—to keep you fresh. There's a 5 Day Cream, too. Gimbels



Triple Check—true to its name—is one lotion with three uses. It helps protect the skin from sun and windburn; it is an antiseptic; it acts as a powder base. An excellent, all-around lotion. Bergdorf Goodman

Schiaparelli's "Sleeping" perfume now scents two very wide-

Hand Look* LUXURY

Beauty and service go hand in hand in this luxurious gown of

BUR—MIL

Rayon French Crepe.

"Singing Bird"—high note of charm in the contrasting piping and embroidery with dainty cutout birds of net to add a touch of true originality. Tiny stitches for great durability and that rich "Hand-Look". Sky blue on white. White on Sky blue. Sizes 32 to 40.

Gown about $4.
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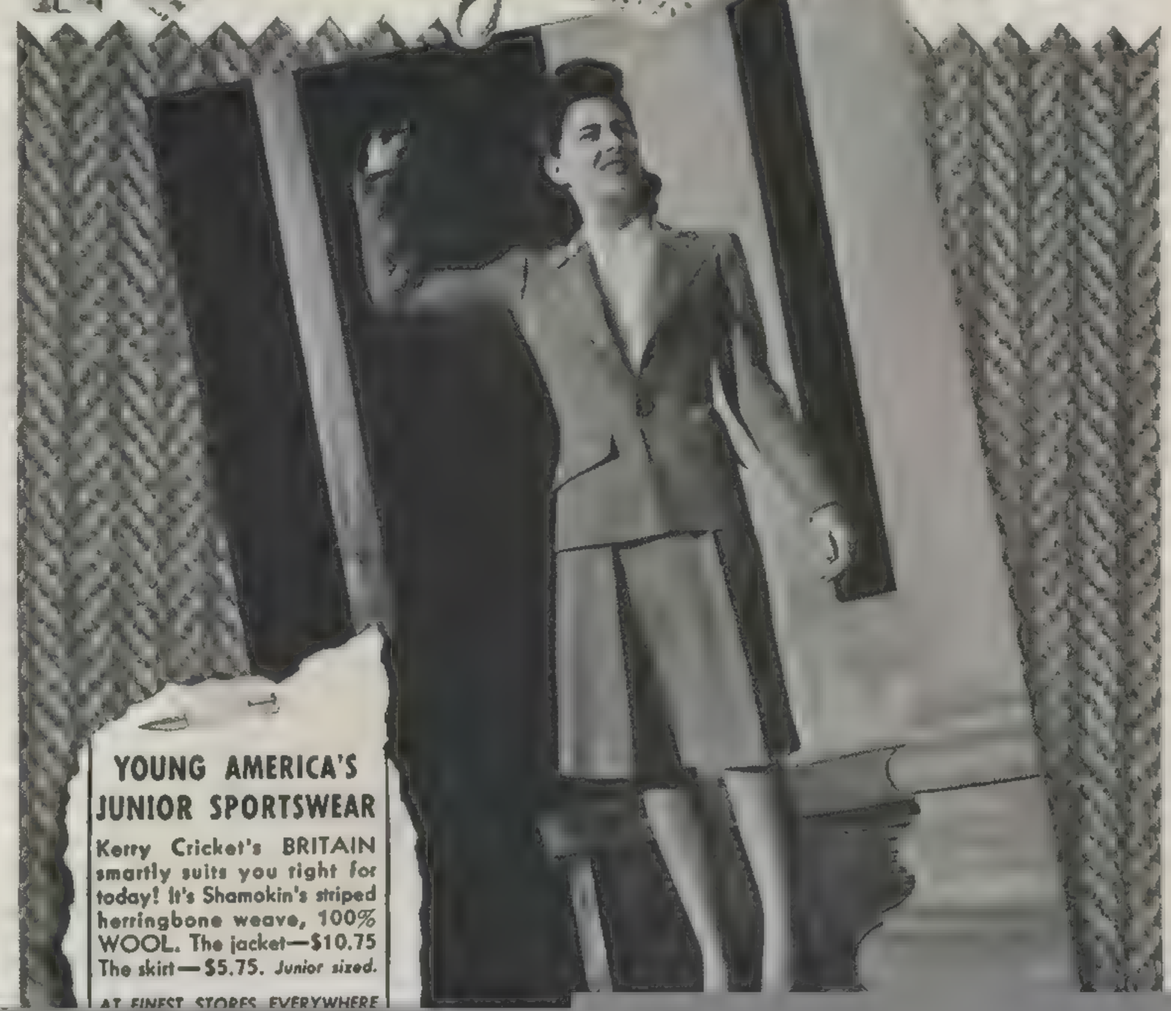
Kerry Cricket



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SOUP FOR SUPPER

By Marion W. Flexner

BEFORE the present war, many Americans served soup as the main dish for informal luncheons and suppers. However, soup as the pièce de résistance of the formal meal is an *ancient* custom. In spite of the community towel and ewer of rose-water passed with the food, it was difficult to eat daintily a slab of meat cut from a roast of beef or a joint of mutton. Hence "hashes, soups, potages, ragouts, and the like" predominated at the banquet in the days when table implements were limited to spoons and knives.

By the eighteenth century, table traits had changed, and so had menus, influenced to a large degree by the widespread use of the fork. This was the era of the groaning board. Soup, from being the main dinner dish, was relegated to an unimportant position, and was merely one of the many foods that made up the elaborate collation.

Nowadays, when food rationing becomes really strict, a fine, nourishing soup will make meats and vegetables stretch much further. A whole meal will be built around a pot of highly seasoned, thick, velvety soup.

Thick Soups for Informal Meals

In the days of the Regency, London could boast few hotels, but one of the stove. Into it went vegetable waters, the liquor from the sweetbreads, fowl carcasses and bones, scraps of steak and roast, outside pieces of liver, left-overs from chicken and turkey, bits of ham (if it were of the mild variety), excess vegetables, gravies, et cetera.

Soon there was an inexpensive soup, yet a delightful concoction. However, if one doesn't want to bother with a stock pot, and would like to start from scratch, here is the recipe:

Pot-au-Feu
(8 to 10 servings)

1 bunch of celery tops
3 quarts of water
3 pounds of lean beef, or brisket
1 parsnip, diced (the French use this, but I do not)
1 pod of garlic
6 stalks of celery, diced
2 cloves
1 bay-leaf
2 large onions, diced
2 leeks, or a bunch of spring onions, diced
3 carrots, diced
1 turnip, diced
½ head of small green cabbage, shredded
4 peppercorns, or ¼ teaspoonful of black pepper
1 tablespoonful of salt, or more to taste
¼ teaspoonful of marjoram
¼ teaspoonful of thyme

Make the broth first, covering the meat with the water, herbs and seasoning garlic, celery tops, and one onion. Simmer gently until the meat is very, very tender. Th

LIGHT-HEADED HATS

MISS CYNTHIA MCADOO in a pretty little hat made of pale blue embroidered lace flower medallions, row upon row. Here, a bicycle clip goes to her head—to anchor this doily in its place

MRS. T. DENNIE BOARDMAN wears a ruffled doily of natural Milan loops—it's edged and trimmed with black hand-crocheted cotton. Again, this doily is in the grip of a converted bicycle clip

HERRMANN

MRS. WILLIAM G. WOODWARD, JUNIOR, in a doily of red cotton rick-rack with navy-blue stitching. It has a bicycle clip fastening. • All of the doily-hats on this page are from John-Frederics

"Lux these smart Lisle Meshes" says Lord & Taylor

• Perfect complement to winter woolens, spring tweeds —smart new meshes in super-fine lisle. "Give them super-safe Lux care just as you do nylons, silks and rayons," says Lord & Taylor. "They'll last longer! Avoid cake-soap rubbing that may fuzz their sleek surface."

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THE WINNING SLIP

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BY ALIDA

in crepe-back rayon satin woven with Celanese* yarn

Straight and sleek as an arrow with bias-cut, hug-me-tight section in back that keeps the hem flush with the hem of your skirt whether you are standing, sitting, bending or stretching.

Of lustrous rayon satin with delicate tracery of sheerest net at top and bottom. Tea rose, white, black. Sizes 32 to 44 at all leading stores . . . about $3

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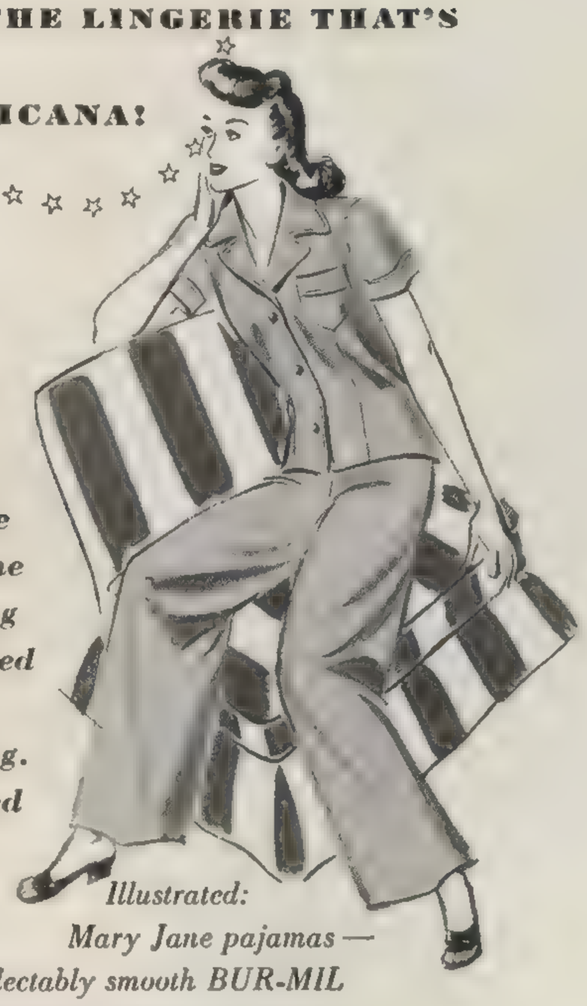

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SOUP FOR SUPPER

(Continued from page 130)

cleaning it and removing eyes and cutting it into quarters. Set aside the brains. Into a kettle pour the water. Add the bay-leaf, cloves, celery, allspice, carrots, salt, pepper, and two onions, the bones and tongue. Simmer until the tongue is very, very tender (two to three hours). Strain broth. Remove meat from bones and set aside. Peel skin from tongue and grind the meat.

Meanwhile, boil the brains separately in salt water. Skin and mash, saving out two tablespoonfuls for the eggs. Return the broth to the stove, adding to it all the meat and brains, and extra salt and pepper if necessary. Add onion and flour and brown. Add ketchup and lemon-juice and rind and cook until smooth.

Combine with the soup mixture. Simmer an hour. Just before removing from the stove, add wine and sugar, if necessary. Serve a thin slice of lemon on each plate and several mock turtle eggs.

Mock Turtle Eggs

3 hard-boiled yolks mashed to a paste
A dash of Tabasco
½ teaspoonful of Worcestershire Sauce
Flour, in which to roll balls
A dash of paprika
Salt and pepper
Brains, to make a paste not too soft to be moulded into balls the size of a marble

Add all the ingredients to the egg yolks, being careful not to make them too moist. Add the brains last, using just enough to make the right consistency. Shape into tiny balls and roll in flour. Drop into the soup five minutes before serving. If desired, the riced whites of the hard-boiled eggs may also be added to the soup.

Oxtail Soup
(12 servings)

2 oxtails, disjointed
A bunch of celery leaves, tied together, or 6 stalks of celery
6 carrots
5 quarts of water
2 tablespoonfuls of salt
½ teaspoonful of black pepper
2 bay-leaves
1 teaspoonful of savory herbs (thyme, sweet basil, marjoram, mixed)
¾ cupful of port wine
3 sprigs of parsley
3 turnips
2 tablespoonfuls of flour
¼ cupful of butter, or substitute
1 cupful of ketchup
2 tablespoonfuls of Worcestershire Sauce
4 whole cloves
¼ pound of raw ham, sliced, or a ham hock
2 pounds of lean beef
1 pod of garlic
4 large onions

Melt the butter in a skillet. Fry the ham; cut in small pieces and remove from the pan. Fry beef and oxtails, which have been disjointed. Put water in large kettle, and when boiling add the meat, seasoning, all the herbs, and the celery tops and parsley. Cut the onions, garlic, turnips, celery, and carrots into small pieces. Braise in melted grease. When slightly brown, remove to the kettle. Now add the flour and brown.

Put about a cupful of the soup water into this to make a thick paste and add to the other ingredients in the kettle. Let the whole simmer for six hours. Remove celery leaves before they cook to pieces. More salt and pepper may be necessary by this time.

Serve hot as it is, or strain the soup, mashing the pulp through a colander. All fat should be removed. Just before serving, the wine is added, and if it is slightly acid, add a lump of sugar.

Southern Chili
(6 servings)

Everybody seems to have his or her own particular method of preparing chili. Here's mine. It is so very filling it doesn't even call for a salad, though a good sweet dessert is in order —a piece of rich chocolate cake, or a slice of peach kuchen.

1 pound of ground beef
1 green pepper, chopped
1 tablespoonful of Worcestershire Sauce
3 onions, chopped
1 pod of garlic, chopped
1 bay-leaf
¼ pound of pork sausage (not the links)
4 tablespoonfuls of olive-oil
A dash of Tabasco
Salt, pepper, to taste
1 quart of tomatoes
1 teaspoonful of sugar
½ teaspoonful of mixed herbs (thyme and oregano—Spanish sage—if handy)
3 teaspoonfuls of chili powder
1 can of kidney-beans; or 2 cupfuls, cooked
1 cupful of cooked spaghetti (or broad egg noodles)

Melt a little butter. Add crushed garlic, onion, and pepper, and fry until soft. Add meat and brown. Add all other ingredients, except beans, and simmer for half an hour, or until the mixture is thoroughly blended. Add the beans and spaghetti (or noodles) and cook for five minutes longer. If too thick, add a little water. Serve in soup-plates with toasted crackers.

Kentucky Black Bean Soup
(8 to 10 servings)

1 pound of black beans, soaked overnight
1 pound of lean veal
1 lemon, cut in eighths
½ teaspoonful of grated nutmeg
2 tablespoonfuls of salt, or more to taste
2 tablespoonfuls of Worcestershire Sauce
5 onions, chopped
3 quarts of water
1 veal knuckle with meat
4 whole cloves, stuck in lemon sections
¼ teaspoonful of ground allspice
¼ teaspoonful of black pepper
1 cupful of sherry
5 tablespoonfuls of butter

Cover the beans with water and soak overnight. Drain. Next morning, put three quarts of water in a soup-kettle. Add meat, two onions, lemon, drained beans, salt, pepper, Worcestershire Sauce, and spices, and simmer slowly until the beans are mushy—about four hours. Black beans will not cook up as well as white and are more difficult to strain.

Remove the lemon and meat, strain off the broth; then with a wooden potato-masher press the beans to a purée, pounding them through the strainer. More water may have to be added from time to time if the bean pulp becomes too thick. All the paste will not go through the strainer. Just throw this residue away, for there should be enough purée for flavouring and thickening.

Now return the strained purée to the stove. Add the meat, shredded. Fry the remaining onions in the butter until dark brown, but not burned. Add the browned butter and onions to the mixture; then let it come to a boil again. Now add the sherry. Correct the seasoning and add a bit of sugar, if sherry is dry. Serve with one slice of lemon and two of hard-boiled egg in each plate.

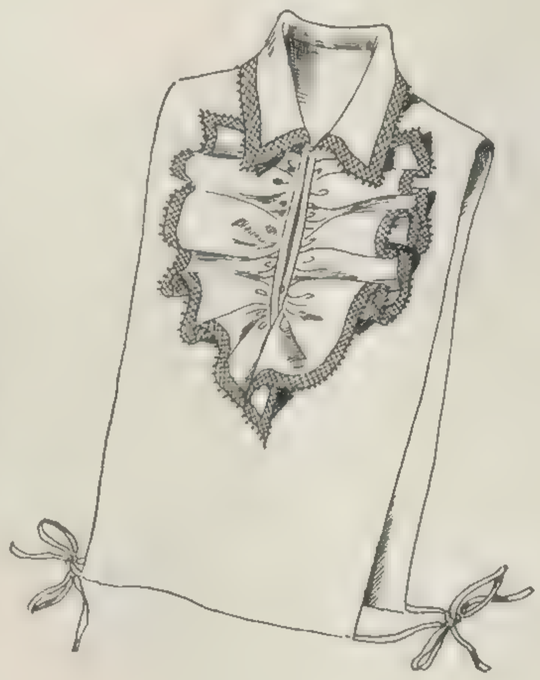
This soup is a culinary masterpiece of which Kentucky may well be proud.

A DICKEY DOES IT

New dickeys to enliven your new suit or rejuvenate your old. All on this page are designed by Barouche. At right, white cotton piqué with embroidered inserts. $3

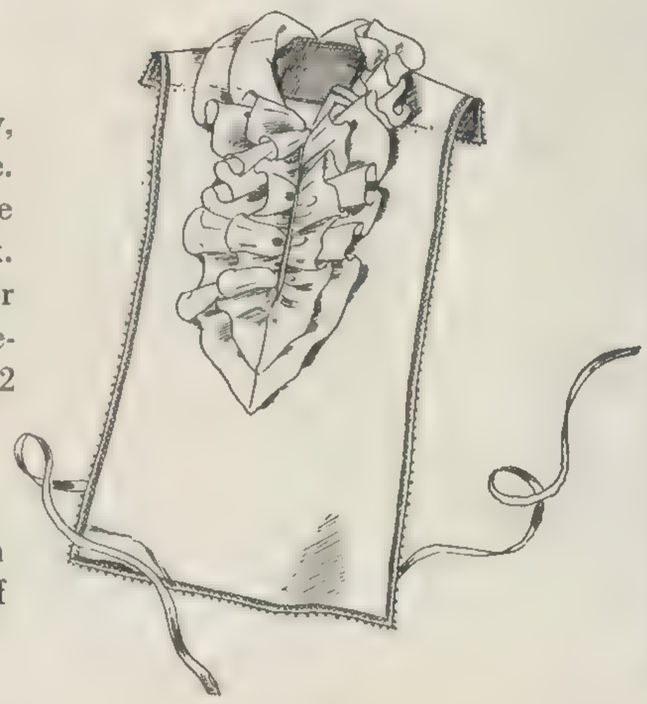
White cotton batiste dickey, with stand-up neckband and flouncing jabot of braid faggoting and lace inserts. The soft, but wide-awake top for a plain V-neck. $3

Chalk-white rayon crêpe dickey . . . edged with a simple Val-type lace tatting. It has a convertible V-neck and ruffled jabot that can be worn either open or closed at will. $2



A would-be-severe white cotton piqué dickey relents with a soft little stand-up collar that descends in a graceful one-sided ruffle of eyelet embroidered batiste. $3

Rayon organdie dickey, in white, pink, or blue. The ruffled jabot can be worn open at the neck. Soft, feminine touch for the neck-line of a severely simple town dress. $2



• All dickeys: Franklin Simon; Frank R. Jelleff

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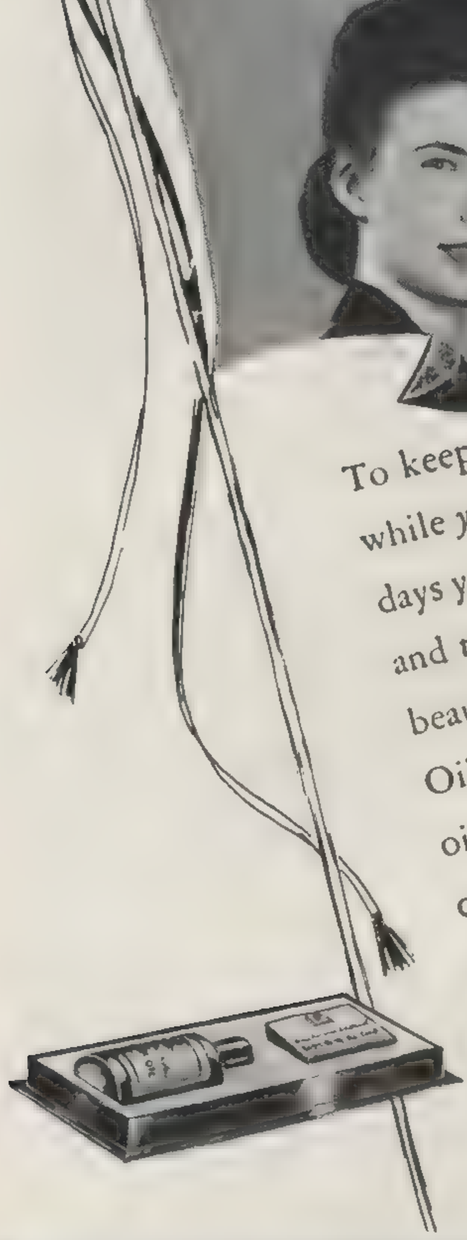

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February 15 Vogue

• In February 15 Vogue, there are twenty hats . . . all of them new . . . all of them succinct . . . any one of them your hat for this spring. You can look clear-browed as a young aviatrix in an ear-hugging, snug-fitting, profile-limning helmet. You can look proficient in a straight-forward beret, straight-placed over your eyes. You can choose, for moments when your soldier is on leave, a smoothly set skimmer, wind-rippled or flower-thatched . . . a hat that rules the heart . . .

• And under your hat, this spring, fabrics are brighter hued, more exciting and important than ever. Check through the fabric chart in February 15 Vogue. You'll find it packed surprisingly with much that you thought you couldn't buy. Discover in this same issue, twenty-five ways to make these new materials part of your own spring wardrobe.

• For under your hat and between your ears, February 15 Vogue provides un-rationed mental pabulum . . . Virgil Thomson, America's wittiest music critic, writes of American Swing . . . Will Cotton, caricaturist, paints Bernard Baruch, elder statesman . . . Vogue photographs six prominent women whose husbands have official posts in Washington . . . all this and more in . . .

February 15

Vogue

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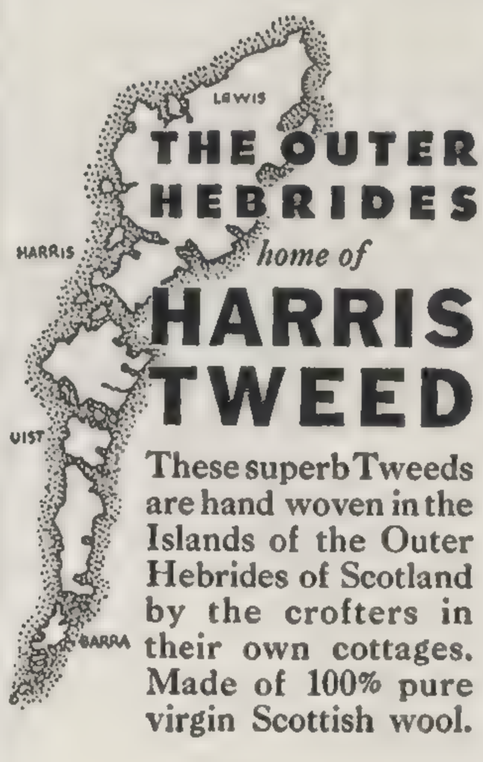

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RATION BOOK II.—HOW IT WORKS

By the time this issue of Vogue appears, a new type of currency will be coming into circulation in the United States. Not plastic pennies or a new series of banknotes, but rationing stamps, bright red and blue tickets subtracted from War Ration Book II. every time you buy meats and other rationed commodities. Somewhat more complex than the white sugar ration book with which everyone is familiar, the new ration coupons are based on the point system.

England has been buying clothing, footwear, and certain scarce foods —such as canned meats, fish, fruit, vegetables, condensed milk, and cereals —on the point system of rationing for more than a year now, Government officials point out in explaining how the point system will work in America.

The purpose of rationing, they state, is to ensure a fair division of scarce commodities, such as meats, among all the citizens. Every man, woman, and child in the continental United States is entitled to a ration book. Each ration book contains the same number of coupons. He may spend these coupons, within certain limitations of time and grouping of related merchandise, as he chooses. Very scarce items carry a high price in ration points. Less scarce items take fewer ration points. It's up to the individual to budget his or her ration money wisely, because, once it is all spent, he or she will have to go without until it is time for new coupons.

How It Operates

War Ration Book II., illustrated on the Vogue's-Eye View page of this issue, contains four pages of red stamps and four pages of blue stamps. There are twenty-four stamps to a page. Each carries a serial letter and a number. Numbers, which are either eight, five, two, or one, represent the number of points each ticket stands for. The letters indicate the time period within which a coupon is good.

As soon as a commodity becomes scarce, it is designated by Government officials as a rationed item, and, to obtain it, the purchaser must spend both money and ration points. Money prices, as always, will be different in various stores. Ration point prices are the same in every store, and you are free to spend your ration points, like your money, in establishments of your own choice.

Just how much you get in merchandise for each ration point spent depends on the scarcity of the product you want. There are large overall groups of foods, such as breakfast foods, meats, preserves, canned vegetables, et cetera. Within each large group are various individual commodities or cuts, each with a different point value depending on how scarce it is. Taking breakfast food as an example (the Government has no intention of rationing breakfast foods, but it makes an excellent example), this is how the point system would work.

The Government would survey the stock of all breakfast foods on hand. If there were an average supply of cornflakes, a fair amount of oatmeal, somewhat less hominy grits, and practically no bran flakes, a rating of one ration point per pound would be assigned to cornflakes; oatmeal would be worth two points; grits would have a rating of four points; and bran flakes would cost the shopper twelve points. Assuming that forty-eight points have been allotted to cereals for this period, consumers, going to market for breakfast food, have their choice between buying forty-eight pounds of cornflakes, twenty-four pounds of oatmeal, twelve pounds of grits, or four pounds of bran flakes. That is the whole principle behind point rationing, to direct demand to products where an adequate supply exists and to take the pressure off scarce things.

As people stopped buying bran flakes, because of its extreme high price in points, larger stocks would accumulate, and the price in ration points could be reduced. From time to time (usually not oftener than once a month), the Government may change the point prices of rationed items, just as stores change the money prices of their products to conform with market conditions. Point prices will be posted in all the stores, and new point price lists publicized in the newspapers and on the radio. Wise shoppers will keep their own lists and revise them as point prices change, to keep up to date.

As the cereal example proves, the Government has no intention of telling shoppers what they must buy. Except in very scarce items, such as tires, which are handled by special boards and do not come under the point system at all, the individual is still free to choose what he will consume. If you love bran flakes, to return to the example, so much that you would rather have a small amount of bran flakes instead of an adequate supply of any other cereal, you can buy bran flakes. It is your ration money, and you spend it as you think best, but, once all of your cereal money has gone for bran flakes, you can't buy any other cereals, until it is time to spend another cereal stamp. If you have eaten up all the bran flakes before the new period begins, you go without cereal for the interim. Ration money can not be borrowed or lent. It can not be hoarded, either, it must be spent when it comes due. If it is not, it isn't worth anything.

On a Business Basis

Fond husbands, who have always wanted to put their wives on a businesslike basis, will probably be delighted by this arrangement. Women must now budget both real money and ration money to get along. They must survey their needs for the whole rationing period, balance this against the number of ration points to be spent, and buy accordingly.

What arrangement could be more sensible and businesslike? You spend your ration coupons at the store. The merchant banks them in a special ration coupon clearing-house, where they find their way back to the Government, just as old money does. He, in turn, has ration books for wholesale lots of scarce commodities, which he spends with his sources of supply. So, remember, you won't be able to overdraw on your ration book, no matter how many wiles you practice on the butcher, the grocer, or the merchant of any rationed commodity. He must account for every ounce of rationed goods that crosses his counter. And it's not cricket to try to get him in a jam.

FOOD MAKES THE MAN

By J. George Frederick

FOOD makes the man—so we are told. When your husband comes home on leave, you will probably want to order something special for him in the way of food—something that he won't be likely to get while he's on duty. Something he'll remember with pleasure.

Not just steak—or chops—chicken or turkey. But a dish that shows a little originality—a little flair. One that is substantial and nourishing, as well as novel. And one that is not too expensive or made of ingredients hard to obtain.

Planning dishes on this order will help you, too—to entertain the rest of your family and your friends—sensibly, appetizingly, and well.

Most of these suggestions can provide the basic dish of any meal—preceded by a clear soup, perhaps, accompanied by a green salad, and followed by dessert. And you'll find them economical, as well as delicious. Take, first, the seafood and meat pie classifications, starting with Clam or Oyster Pie.

Clam or Oyster Pie, Long Island

48 soft-shell or hard-shell clams
2 cupfuls of hot, boiled potatoes, sliced ¼-inch thick
2 onions, chopped finely
2 cupfuls of celery, diced finely
5 tablespoonfuls of butter
2 tablespoonfuls of flour
Salt, pepper
¼ cupful of cream
2 tablespoonfuls of parsley, minced
Biscuit or pastry dough

Steam well-scrubbed clams to open; remove meats, and save liquor separately. Butter a two-quart baking-dish or casserole and set inverted glass mixing cup in centre. Line bottom and sides of casserole with potato slices. Fry onions and celery in three tablespoonfuls of the butter until golden brown. Add clam liquor and simmer until tender.

Make a "roux" of flour rubbed with the remaining butter and add to clam liquor, stirring until smooth, making a thin gravy. Season. Combine cooked clam meats, gravy, and the cream; turn into casserole, pouring carefully so as not to disturb potatoes. Sprinkle with minced parsley.

Have ready either biscuit crust or rich, flaky pastry crust to fit top of casserole. Fit, trim, and prick with air-holes. Make a "rose" of narrow strips of paste and set on top of pie. Bake in hot oven (450° F.) for about fifteen minutes, or until browned. (The inverted glass cup supports the crust and acts as a vacuum to hold juices in.) The trick of making this pie so tasty is the cooking of onions and celery in the clam liquor.

Even if you don't live on the seaboard, you won't find it too difficult to obtain clams. Your grocer can provide you with minced sea clams, clam broth, et cetera, and they will serve you well. If for some reason you can't get clams, use oysters instead, when in season. But be sure to get the oyster liquor, as well, when you buy the oysters.

Baked Sea Bass, Coppague

It's a good idea to have one very special seafood dish in your repertoire. Not just the common garden variety of broiled or fried fish, but one with a soul. This would be my choice:

1 three and one-half or four-pound sea bass or bluefish
Salt
1 can of sardines
3 tablespoonfuls of butter
1 cupful of Chablis (white wine)
1 slice of onion
1 teaspoonful of minced parsley
½ cupful of bread-crumbs
2 egg yolks, slightly beaten

Clean and wash the fish, leaving the head on. Rub with salt and let stand for one hour. Then wipe thoroughly, and cut three or four gashes diagonally across each side. Into these gashes, fill a paste made by blending the sardines (crushed) and the butter. Then put the fish in a buttered baking-dish, spread more of the sardine mixture across the top. Add to the pan the wine, onion, and parsley. Sprinkle on the bread-crumbs and bake in fairly hot oven (400° F.) for thirty-five minutes or more until tender. Baste occasionally with the wine. Lift out the fish and put on hot platter. Pour the pan gravy into the egg yolks, stirring constantly. Return to low heat and beat constantly just until mixture thickens. Remove from heat immediately and pour over the fish.

Steak and Kidney Pie, Churchill

That famous English dish, Steak and Kidney Pie, is a great masculine favourite. My recipe for this dish consists of the following:

2 pounds of beefsteak
4 lamb kidneys
12 mushrooms
2 hard-cooked eggs
1 onion
Pinch of mixed herbs
Biscuit or pastry dough

Cut the (Continued on page 137)

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FOOD MAKES THE MAN

(Continued from page 136)

steak and kidneys in small pieces and stew them gently for half an hour with the onion, cut in rings. When cold, place them with the gravy, in a pie dish, together with the mushrooms and the hard-boiled eggs cut in slices. Pile them in the centre, so as to hold the crust.

Then cover with puff paste cut in the shape of leaves and roses. These trimmings are quite easy to make and look very pretty and "professional."

Be sure, in making meat pies, to provide air-holes in the crust, and all meat and filling should be cold before the crust is laid on.

Veal and Spaghetti, Jack Pershing

2 pounds of veal steak, cut about half-inch thick, cubed
½ pound of butter
1 Bermuda onion, minced
1 cupful of button mushrooms, minced
4 garlic cloves, minced
1 can of Campbell's Tomato Soup, or tomato paste
1 green pepper, minced
2 tablespoonfuls of Lea & Perrins Worcestershire Sauce
2 tablespoonfuls of Parmesan cheese
1 tablespoonful of Kitchen Bouquet
½ pound of spaghetti, cooked

The steak, onion, pepper, mushrooms, and garlic are cooked in the butter until done, after which add the tomato soup or paste, the sauces, the cheese, and salt to taste. When heated, pour over the cooked spaghetti, mix well, and serve very hot.

Hungarian Goulash

2 pounds of lean veal shoulder
2 pounds of sauerkraut
2 cupfuls of sour cream
3 onions, sliced
1 tablespoonful of butter
1 clove of garlic, minced
1 piece of fresh or dried dill
1 tablespoonful of caraway-seeds
2 level teaspoonfuls of paprika
Salt

Cut the veal into two-inch cubes. Brown lightly the meat, garlic, onions, caraway, and dill in a deep pot, then add one cupful of water and simmer for two hours. Then mix in the sauerkraut and bring to a boil, after which stir in the sour cream and the paprika and reheat. Serve piping hot, with boiled potatoes or rice or noodles.

Steak à la Señorita

The following Spanish recipe for steak is delicious—and calls for an inexpensive cut of meat into the bargain. You can use any grade of steak for this, but top round or sirloin is the highest grade you should consider for this.

2 pounds of selected chuck steak (or top round or sirloin)
3 tablespoonfuls of melted meat, or bacon drippings
2½ teaspoonfuls of tarragon, or white wine vinegar
2 teaspoonfuls of salt
½ teaspoonful of black pepper
1 large onion, minced
1½ tablespoonfuls of minced parsley
1 green pepper, chopped
1 can of tomato paste, or condensed tomato soup

Score the steak, crisscross, with a knife, on both sides. Soak it for one hour in the vinegar, onion, salt, pepper, drippings, parsley, green pepper. Then sear the steak, one minute on each side, under the broiler. Then put the steak in a casserole or shallow baking-pan, add the dressing, also the tomato sauce, and bake for two hours at 325° F. (moderate oven).

Serve piping hot with baked sweet potatoes, baked in the same oven. Serves five.

Sizzling Curry of Lamb

A great many dishes referred to as "curries" prove a disappointment. It was really the English soldier in India who glorified the curry dish—here is one that will delight any Army man.

2 pounds of lean shoulder of lamb
2 green apples, peeled and diced
4 onions, chopped
1 cupful of stewed tomatoes
1 cupful of rice
1 tablespoonful of cooking oil
1 tablespoonful of arrowroot, or cornstarch or flour
1 large glass of red wine
2 tablespoonfuls of curry-powder
2 red peppers, minced
½ cupful of raisins
Salt, black pepper, and, if available, shredded coconut
Rice
Chutney Sauce (or India Relish)

Cube the lamb into two-inch pieces and mix them in a dish with the curry-powder and a teaspoonful of salt. Brown the apples, onions, tomatoes, and wine in the cooking oil (or butter), then add the meat and cook slowly for one hour; then drain and thicken the liquid with the arrowroot, cornstarch, or flour. Cook rice; when finished, add two cupfuls of the sauce, the raisins, and the peppers. Make a ring on a platter with the rice, put the meat in the middle, and sprinkle shredded coconut over the whole. The proportion of curry is slightly higher than for average feminine taste, but not for the average soldier! Serves five.

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There's no place on the home front for the wan and listless! If you are beginning to feel below par during these trying days of extra work and tension—nervous, irritable, depressed, looking as dull and listless as you feel because you are not getting enough vitamins daily—start taking "VITAMINS Plus" today. And keep it up, *every* day!

BE CERTAIN you get *all the six* vitamins necessary to maintain glowing health and that extra reserve of charm and vitality for successful home and social life. All the vitamins essential to radiant looks, sound teeth, keen eyes, strong bones, steady nerves, clear skin, good digestion, resistance to disease, and that glorious feeling of abundant well-being!

You will be surprised—and delighted—to learn how simple, how easy and economical it is to make certain of getting protective amounts of these health-giving vitamins every day. Just take two tiny "VITAMINS Plus" capsules once each day!

Why "VITAMINS Plus" Gives Such Wonderful Results

Results are so good because "VITAMINS Plus" gives you *all six* health-giving vitamins—A, C, D, and the essential B-Complex Vitamins B_1, G and Niacin Amide. Full minimum daily requirements of *all* the vitamins for which these standards have been established by the U. S. Government!

That's not all! "VITAMINS Plus" gives you additional elements of the Vitamin B-Complex . . . including Calcium Pantothenate and Pyridoxine (Vitamin B_6). What's more, "VITAMINS Plus" actually provides all the iron needed to help prevent nutritional anemia!

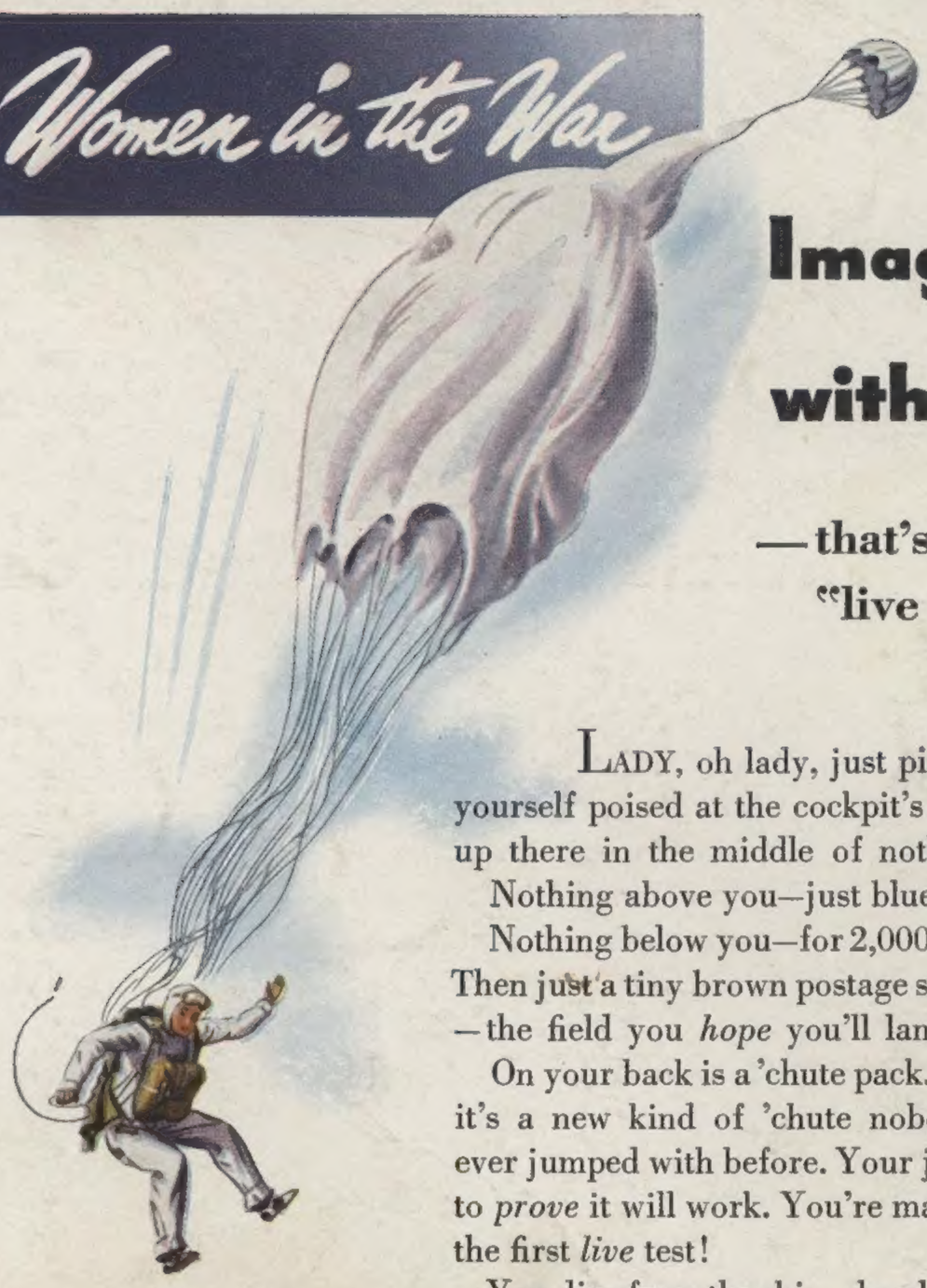
TRY IT . . . start taking "VITAMINS Plus" today! And if you are beginning to suffer from daily *Vitamin Shortage*, see if you don't soon enjoy renewed energy and interest in life. See if you don't feel better and so *look* better. It's great to be alert, all-alive and full of drive!

Life Begins with

VITAMINS *Plus*

RECOMMENDED BY THE MAKERS OF VICKS VAPORUB

Women in the War



Imagine!.... diving into space with an untested 'chute _____

—that's what Adeline Gray did in making the first "live test" of the Army's new nylon parachute

LADY, oh lady, just picture yourself poised at the cockpit's edge up there in the middle of nothing.

Nothing above you—just blue sky.

Nothing below you—for 2,000 feet. Then just a tiny brown postage stamp—the field you *hope* you'll land in.

On your back is a 'chute pack. And it's a new kind of 'chute nobody's ever jumped with before. Your job is to *prove* it will work. You're making the first *live* test!

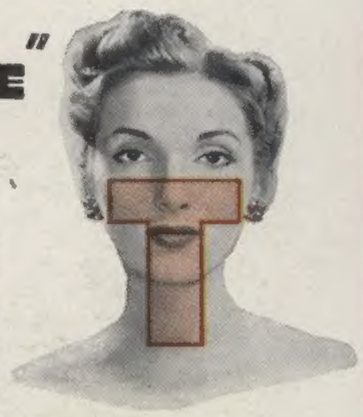
You dive from the ship...head first. You count...1-2-3...and it seems like a year. Then you pull that rip-cord. Nothing happens for a moment and then...*it works!* ...blossoms out in a big blessed white umbrella and you know you're all right. And that's something you didn't know—till it happened!

NO WONDER the first thing Adeline Gray did when she reached the ground was to light up a Camel. A Camel always tastes swell, but in a moment like that...well, there aren't words enough to say how swell! "Camel's my cigarette," Adeline Gray says. "They suit my taste and throat to a 'T.'"

NOW A GIRL'S LIFE can't be all 'chutes and ships, can it? There must be moments now and then for soft lights...sweet music...a table for two...and two cigarettes on one match. Camels, of course, for Adeline Gray agrees with the men in all the armed forces that Camel is absolute tops.* Those costlier tobaccos make Camel a favorite.

The "ozone" is the proving ground for a parachute — for cigarettes, the proving ground is . . .

THE "T ZONE"



The "T-Zone"—Taste and Throat—is the proving ground for cigarettes. Only *your* taste and throat can decide which cigarette tastes best to you... and how it affects your throat. For taste and throat are individual to you. Try Camels—the mildness, flavor, and fragrance of the costlier tobaccos may suit *your* "T-Zone" to a "T."

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

Camel

first in the Service—

*** The favorite cigarette with men in the Army, Navy, Marines, and the Coast Guard is Camel. (Based on actual sales records in Post Exchanges, Sales Commissaries, Ship's Service Stores, Ship's Stores, and Canteens.)**